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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91195943
Party	Plaintiff Integrated Management Information, Inc.
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Date	11/17/2011
Attachments	Opposer's Notice of Reliance.pdf (140 pages)(6588377 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Integrated Management Information, Inc.)	
)	
Opposer,)	
)	
v.)	Opposition No. 91195943
)	
Frank Barrie)	
)	
Applicant.)	

**OPPOSER INTEGRATED MANAGEMENT INFORMATION, INC.’S
NOTICE OF RELIANCE**

Opposer Integrated Management Information, Inc. (“Opposer”) notifies the Trademark Trial and Appeal Board Applicant Frank Barrie (“Applicant”), pursuant to 37 C.F.R. § 2.120 and 37 C.F.R. § 2.122, of its intent to make of record the following documents in connection with this opposition and are attached hereto:

Exhibit A. Excerpts (specified below) from the discovery deposition of Frank Barrie with selected exhibits, dated June 30, 2011.

Pages: Lines	Pages: Lines	Pages: Lines
21: 15 – 22:13	34: 13-25 – 35: 1-6	97: 7 – 98: 5
28: 10-20	41: 1-25 – 42: 1-16	102: 7-13
28: 21 – 29:19	65: 10-25 – 67: 17	108: 15-25
30: 1-12	71: 6-22	116: 15-25
33: 11-15	86: 8 – 87: 19	134: 17 – 137: 12

Dated: November 17, 2011

Respectfully Submitted,

/s/ Cheryl L. Burbach
Cheryl L. Burbach
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Fax: 913-647-9057
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*Attorneys for Opposer
Integrated Management Information, Inc.*

CERTIFICATE OF FILING

I hereby certify that the foregoing is being filed electronically with the United States Patent and Trademark Office - Trademark Trial and Appeal Board.

/s/ Cheryl L. Burbach
Cheryl L. Burbach

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing *Opposer Integrated Managemetn Information Inc.'s Notice of Reliance* has been served upon Applicant via U.S. mail, postage prepaid, on this 17th day of November, 2011 at the following address:

Frank W. Barrie
117 South Pine Avenue
Albany, New York 12208

/s/ Cheryl L. Burbach

Exhibit A

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

- - - - - x

INTEGRATED MANAGEMENT INFORMATION, INC.,

Opposer,

Opposition No.

91195943

Serial No.

77/883,973

-against-

FRANK BARRIE,

Applicant.

- - - - - x

EXAMINATION BEFORE TRIAL of FRANK BARRIE,
the Applicant, taken by the Plaintiff,
pursuant to Notice, held at the offices of
Baymont Inn & Suites, 1606 Central Avenue,
Albany, New York, on June 30, 2011 at 10:04
a.m. before George Malinowski, a Notary Public
of the State of New York.



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2 the content up that I wanted to have.

3 And I've learned that I have sufficient
4 knowledge of the subject matter that involved
5 in. It's been a learning experience, Cheryl.

6 If you look on the website, the book
7 reviews -- I have only four book reviews
8 posted, but if you look at the titles and if
9 you have the chance to see the reviews -- I'm
10 learning as I go and I'm gaining more
11 confidence that I can contribute more to this
12 area of local food advocacy. The book by -- I
13 don't want to run on if I'm not responsive, so
14 --

15 Q That's okay. You're the sole operator
16 and it's your intention to hire or recruit
17 either employees or other volunteers to help
18 you with the website business?

19 A It's so much easier to edit than it is
20 to write. And I keep trying to persuade
21 friends to write restaurant reviews of
22 farm-to-table restaurants. I even offered to
23 subsidize the meal with checks of \$50 and I
24 try and try and try and I have found two
25 willing souls.



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2 And just yesterday I put up a restaurant
3 review, this is great, of a restaurant in
4 Halifax, Nova Scotia called Chives and this is
5 a very good friend who is on vacation in Nova
6 Scotia and she actually dined at a wonderful
7 farm-to-table restaurant and wrote a review.

8 So at this point that's the most that
9 I've accomplished is this friend Linda Warden.
10 And then a very bright son of a good friend,
11 who has an easy time using words, Ethan
12 Bennett who is out in your state. Well, next
13 door, Missouri.

14 Q I live in Missouri.

15 A Oh, good. He's in St. Louis. He's in
16 the PHD program and history at Washington
17 University. And he's always been able to use
18 language clearly and he enjoys writing. He
19 usually writes about his historical subjects.
20 But Ethan has been writing reviews, restaurant
21 reviews. And I subsidize his meals, I'll give
22 Ethan \$50 for every meal he wants to write
23 about. And he's written reviews of
24 restaurants in St. Louis. And this weekend he
25 is going to write a review of a restaurant in



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2 Maybe it is.

3 Q Actually, I think I see it in paragraph
4 three, there is midway through it says, "This
5 site will also have areas for and the number
6 -- third one is review of books, literature,
7 films, etcetera, which promote local,
8 sustainable, organic agriculture."

9 A Thank you.

10 Q Also in paragraph two, I can see, if you
11 look at the first sentence, it talks about the
12 foods that are produced in a sustainable,
13 healthy way or 'organically' grown?

14 A You're right. By the time this mission
15 statement got posted, it had become clearer in
16 my mind organic is something to stress.

17 Q If I understand correctly, your mission
18 is to support local and organic grown produce
19 and livestock; is that correct?

20 A Right.

21 Q I'd like to redirect you a little bit
22 and keep on sort of a path I had mapped out
23 about the trademark about
24 knowwhereyourfoodcomesfrom.com. You talked
25 about how you selected the mark. Before



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2 adopting that trademark, did you do any sort
3 of search or investigation to determine
4 whether that mark or any similar mark was in
5 use?

6 A No, I didn't.

7 Q Did you ask anybody or cause anybody
8 else to do a search or any investigation to
9 find out if the mark or a similar mark was in
10 use?

11 A No.

12 Q Did you, I think you probably answered,
13 but did you at any point visit the United
14 States Patent and Trademark Office, to
15 determine whether or not the mark was
16 available for use or registration?

17 A No, I didn't. And the idea of getting a
18 trademark for the mark, it evolved as I was
19 developing the mark, if you know what I mean.

20 Q What do you mean by that?

21 A When I saw how wonderful the mark was
22 that Cathy Sikule, her business, Brownstone
23 Graphics in Albany came up with, it was really
24 her worker, Laura McEaney, she's no longer on
25 Ms. Sikule's staff, she left last December.



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But she was the one who developed the particular mark that I'm seeking to get trademarked. And when I saw how wonderful it was, I thought -- it occurred to me, it's important to have a branding, something that you could develop and I should get a trademark over this wonderful logo.

So at that point I just looked into filing the application. So I didn't take any steps to see what else was floating out there in the universe.

Q Did you prepare and file the application yourself?

A Yes. Yeah, I didn't want to start spending a lot of money. I thought I had the ability to read and think and the legal background, that I should be able to do it. Though, I know the law has become so specialized and it's remarkable how specialized it's all become. But I thought I would be able to work through the process.

Q I'd ask you to now look at Exhibit 2.

A Yes.

Q If you would look at it and let me know



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that they can lead a clean and healthy life."

A Right.

Q It's promoting public awareness of shopping locally?

A Right.

Q Promoting public awareness of the need for sustaining local agriculture. Do you see that?

A Yes.

Q Do you recall if you added the words sustaining local agriculture?

A Yeah, the idea of local agriculture and sustaining. Yeah, that could have been my words.

Q Then it says finally promoting the goods and services of others by providing a website at which users can link to local agriculture sources. Do you see that?

A Yes.

Q I'll represent to you that my copy local agriculture sources is in red and I'm wondering maybe if you're responsible for adding those words?

A Yes.



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2 Q Promoting health and environmental
3 awareness within people so they can lead a
4 clean and healthy life. Are those services
5 that are currently being offered in connection
6 with the know where -- I should just say your
7 trademark.

8 When I'm referring to your trademark,
9 I'm referring to the trademark which is the
10 subject of application serial number 77883973.
11 That way I don't keep falling over my words.

12 A Sure.

13 Q Are you currently offering services to
14 promote health and environmental awareness
15 within people so they can lead a clean and
16 healthy life in connection with your mark?

17 A Yes.

18 Q As far as the second description,
19 promoting up public awareness of shopping
20 locally, are you currently offering those
21 services in connection with your mark?

22 A Yes.

23 Q Can the same be said for the third and
24 fourth description of services, promoting
25 public awareness of the need for sustaining



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2 local agriculture and promoting the goods and
3 services of others by providing a website at
4 which users can link to local agriculture
5 sources?

6 A Yes.

7 Q Why did you decide to file a federal
8 trademark application for your mark?

9 A I thought -- that's a very good
10 question. I thought it would be good to
11 protect from having someone else use my mark
12 since I thought it was a real accomplishment.
13 It's just such a wonderful mark.

14 Q Why is it important to you to preclude
15 someone else from being able to use your mark?

16 A Because it's my mark; right?

17 Q Right.

18 A And you know, I developed it through the
19 use of friends, professionals, who put time
20 and effort into it.

21 Q What is the function of your trademark?

22 A The trademark brands and identifies the
23 website.

24 Q Does the trademark distinguish you from
25 others who may be offering similar or related



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2 industrial agriculture.

3 Q Can you explain what you mean by that?

4 A Well, my website and the purpose of the
5 entity, the website, is to promote local
6 agriculture. The three big areas of
7 information on the website are listings of
8 farmers markets, which are selling the produce
9 of family farms located locally to the market.

10 The second big area on the website is
11 the directory of community supported
12 agriculture farms. I have pages for every
13 state and each of the Canadian provinces,
14 except for the Yukon I think and Newfoundland.
15 And those farms are local farms where people
16 in the community buy a share in the farm's
17 produce.

18 And the third big area of information on
19 the website are the listings of farm-to-table
20 restaurants, which are restaurants that show a
21 commitment to using food that is locally
22 grown.

23 So local agriculture is agriculture near
24 your community where you're living and my
25 understanding of IMI is more of a focus on



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2 food safety.

3 Q Your website promotes local agriculture,
4 does it also promote a sustainable
5 agriculture?

6 A Well, the words are a little -- are
7 being used very widely in the market place
8 now. There is a lot of use of green language
9 by the most extraordinary kinds of entities.

10 You know, industrial agriculture --

11 Q Your website, does it promote
12 sustainable agriculture?

13 A I would say so.

14 Q You talked earlier it also encourages
15 organic agricultural practices; correct?

16 A Yes.

17 Q Do you have an understanding as to
18 whether the United States Department of
19 Agriculture has an order for food products or
20 agricultural products to qualify as to the
21 term of what you used local agriculture?

22 A No, I'm not aware of their regulations
23 in that area. I will say I'm not that
24 familiar with the regulations of the USDA.

25 I've begun to study and educate myself



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countries, I don't -- it gives you a funny feeling. What exhibit?

Q Exhibit 6.

A Okay, got it.

Q Take a moment to look at it and refresh your recollection if you've seen this document before?

A Yes, I have.

Q What is Exhibit 6?

A Well, when I started thinking about doing the website, I had enough knowledge that I knew I should do something like a business plan to organize my thinking and that was the purpose of this document. The only other time I ever did anything like this, starting a business, was with some friends in the 1980s, it didn't really work out. But we did print a newspaper called the Upstate Legal Record. It was in the pre-internet age when lawyers didn't have easy access to court decisions and we were covering all the court decisions in this section of New York State and we started this newspaper. I think we printed -- I got out, when I became a judge, I got out of it



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2 and didn't really make any money.

3 I made enough money, I think \$3,000, to
4 buy a piano, they bought me out for that. But
5 other than that, my friend thought this would
6 really become a humdinger of a business. But
7 when we did that, we did a business plan. We
8 sold subscriptions to the newspaper and we had
9 a thousand subscribers and they sold
10 advertising, too.

11 But they had people working, selling
12 adds and what we did was read the court cases
13 and digest the decisions.

14 So I knew to do a business plan and
15 that's -- in fact I probably pulled out,
16 though I don't have it, the business plan for
17 the Upstate Legal Record, I don't know where
18 it might be, but when I did this, I probably
19 would have fished around in the musty old
20 attic to find it. So that's what this is.

21 Q Was this business plan ever distributed
22 to potential investors or banks or anyone
23 else?

24 A No. I don't even know if -- somebody
25 must have read it. I don't even know if my



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2 son read it.

3 Q Was this document just created so you
4 could internally organize your plan going
5 forward?

6 A Yes. And then I did send it to -- my
7 piano tuner said, when I told him what I was
8 doing, he said I know a lawyer who might be
9 interested in what you're doing. And I think
10 I sent it to him and he read it and he said
11 you need to describe what your revenue is
12 going to be better.

13 But it was -- no, I really didn't
14 distribute it or send it around much.

15 Q What year was this document created,
16 according to the front page?

17 A It would be 2009.

18 Q At the top area it says Know About Your
19 Food, Inc. Do you see that?

20 A Right.

21 Q Was the company ever incorporated under
22 that name?

23 A No.

24 Q It sounds like you might have used a
25 business plan from your first business as sort



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Bates number them.

A It's very good. Okay, 39.

Q Are you on page 3 of your business plan?

A Page 3, yes.

Q You stated under Roman numeral III the first sentence says knowwhereyourfoodcomesfrom.com will be a website designed to promote small, sustainable local agriculture by encouraging customers to eat locally grown food which are produced in a in a sustainable and healthy way or organically grown.

A Consumers, not customers, though. By encouraging consumers to eat.

Q Oh, I'm sorry, consumers, correct. To eat locally grown foods which are produced in a sustainable and healthy way or organically grown.

A Right.

Q Is that still an accurate description?

A Yes, you know it is.

Q Then in the next paragraph it says you have a long range plan. Then you listed approximately twelve sort of measures that you



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it's more of a way -- it's just too much, it's a very different kind of model, business.

Q We're going to switch gears a little bit now and actually, let's take a step away from the exhibits for a minute here.

Do you recall what the earliest date was that you began using knowwhereyourfoodcomesfrom.com in commerce?

A Did I answer that in the answers to the interrogatories? That would be better than off the top of my head.

Q Sure, let me see if I can find it here.

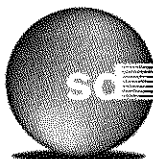
A Yes.

Q Yes, interrogatories. By the way, is the exhibit is one of the new ones, Exhibit 16.

A Okay, I have that.

Q And it's of interrogatory six on page 3. The question was, please state the date on which applicant first used in commerce the words Know Where Your Food Comes From including, but not limited to use as part of applicant's mark. Do you see that?

A Yes.



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Q It sounds like from this response that you first began using the mark in March of 2010?

A Well, using it in commerce on the website, you know, it was used when we developed the logo which would have been in December of 2009 when I -- no, that was the date of the application for the trademark. So the fall of 2009 as it was -- as the logo was developed, the words were used in the logo.

Q Okay.

A But actually, for someone in the general public to see it would have been when the website went live.

Q When was that?

A This date here.

Q March 11th, 2010?

A Yeah.

Q Last sentence in that, while we're here, you have a statement that says "consequently, a persuasive argument may be made if the words are not used in commerce per se by the applicant." What do you mean by that?

A Well, because there is no revenues, is



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2 A That's true. When you lick on food
3 news, you come up with a page which has just a
4 couple sentences under the heading of each
5 article, yeah, and I would have written all
6 these pieces.

7 Q If I understand correctly, you said that
8 the articles that you've posted have been
9 proprietary or were written by you?

10 A Yes, I've written them.

11 Q Other than your website, do you deliver
12 your information through any other channel?

13 A No.

14 Q For instance, let me be more specific.
15 Do you use any social media sites?

16 A I'm very untechy and I do have a
17 Facebook page.

18 Q Yeah, if you look at exhibit 9, I think
19 that might be helpful at this point.

20 A I do have a Facebook page to protect the
21 name knowwhereyourfoodcomesfrom.com.

22 Q Does exhibit 9 appear to be an accurate
23 copy of your Facebook page?

24 A Yes.

25 Q Have you actually used this Facebook



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2 page to deliver information?

3 A No, just as a link to the website. So
4 if someone is on Facebook they could link to
5 the website itself.

6 Q Have you used your trademark to deliver
7 your services or provide your information
8 services, is there any other channel, for
9 instance, have you ever perhaps had a table at
10 a farmers market?

11 A No, never have done that.

12 Q Have you ever attended a trade show
13 where you had a booth?

14 A No.

15 Q Do you intend to use either of those
16 channels at some point?

17 A It's not in my intentions now, I haven't
18 really thought of that.

19 Q I'm not trying to give you ideas.

20 A Right.

21 Q How about your articles, do you ever
22 publish your articles in the publications of
23 others?

24 A No. I think I had a request from third
25 parties on that article describing the lawsuit



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2 people, I'll send them an e-mail and say we've
3 posted an article on this topic and you're
4 mentioned in it. So in a way that's promoting
5 the website, they'd be curious to see what was
6 written about them.

7 Q Do you have an e-mail distribution list?

8 A I don't really, I do -- I have about ten
9 e-mail addresses of people who have sent me
10 e-mails that say things like I love your
11 website, your website is terrific and I'll
12 note their name. And I do have a file folder
13 and it has about ten names in it.

14 When I did this article on the lawsuit
15 against Mont Santo on the issue of transgenic
16 seed that's polluting the fields of organic
17 farmers, I did get responses from people who
18 read that who said they like the article and
19 they might be included. But it's only like a
20 list of about ten to twenty e-mail addresses.

21 I haven't really had the time to do
22 that, I've been so busy just inputting
23 information to develop content. As I say the
24 directories are almost done, but I still
25 haven't finished the farmers markets directory



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2 Q Any sort of displays that would bear
3 that trademark?

4 A No.

5 Q Do other people have permission to use
6 your logo?

7 A No. Someone did ask me for a bumper
8 sticker, it was someone down in Georgia. I
9 think I listed a CSA farm that she operated.
10 She said could you send me a bumper sticker so
11 I thought whoa.

12 Q Do you have bumper stickers?

13 A I don't do them, but I should probably,
14 but no, I haven't.

15 Q Does the trademark appear on any sort of
16 letterhead?

17 A I do have a letterhead. I have it on a
18 letterhead.

19 Q How about on business cards?

20 A And I have it on my business card.

21 Q Does the trademark appear on any other?

22 A The only thing I have it on is I have a
23 postcard which talks about farm-to-table
24 dining and the purpose of the website. It's a
25 postcard.



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that run that platform and I switched over to her and the website loads really fast now. It's like night and day.

I was down only once and it was because they got hit, the lightning storm was coming through and they had a little trouble, so that was a good move and the website has been working very well on their servers. So they replaced -- you'll see invoices from the earlier company, Network Solutions, which is no longer providing any services to me.

Q I think I'm done with that exhibit.

A Okay.

Q I'm going to talk a little bit about the typical consumer that you intend to target or if you could maybe explain who you're typically trying to reach with your website?

A It would be someone who's interested in knowing where their food comes from, that they want to eat food that is grown locally, so it's not transported hundreds of thousands of miles. The carbon footprint isn't huge and has a concern for preserving farmland and local family farms.



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2 tags and meta names are words that websites
3 put into their source codes, so that when
4 people are searching online and use those
5 words, it will then draw that website to the
6 organic search results. There are other ways
7 that happens, too, but that's one of the ways.

8 A Okay.

9 Q If you look at the part that's
10 highlighted or shadowed in the black and white
11 copies where it says meta names key words,
12 those are the keywords that are meta tags that
13 basically are words that when consumers type
14 in those words, that would trigger your
15 website.

16 A Okay.

17 Q I will point out to you that the words
18 "Where Food Comes From", which are separated
19 by commas, but also in exact order of my
20 client mark shows up. I'm wondering if you
21 were aware of that before today?

22 A Which page were you on here?

23 Q The very first page of Exhibit 17.

24 A Okay, I'm on that page.

25 Q The highlighted part where it says meta



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F. BARRIE

name equals.

A Are you on Exhibit 18?

Q No, Exhibit 17.

A I'm not there.

Q Okay, I'll wait.

A Okay, I'm on 17 and on the first page
keywords and it shows --

Q Right, there is a shadowed box where I
highlighted?

A Right. Where food comes from, local
sustainable agriculture.

Q I wonder if you were aware if those were
the meta tags or keywords that were on your
website?

A No, I didn't know that, but it makes
sense, doesn't it? It's what the websites
about.

Q When I search where food comes from, it
would pull up your website, wouldn't it,
whereas it doesn't say know where your food
comes from?

A Well, it would probably come up first if
you do know where your food comes from.

Q Well, I don't know --



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2 A No, I do, I know that because I've
3 Googled Know Where Your Food Comes From and it
4 comes up pretty high. I don't know where -- I
5 really have been focused on getting the
6 content up and not focusing on this --

7 Q Sir, sir, I understand that this is
8 something that was done by the website
9 developer based on your testimony today. I
10 didn't know that beforehand, so I guess I just
11 wanted to find out, what your knowledge was
12 about the fact that my client's mark
13 basically, verbatim, are the first four words
14 in your meta tag in order.

15 A Oh, with the commas in between?

16 Q Right. I didn't know if you had an
17 understanding as to why if that was one of the
18 reasons perhaps your website shows up higher
19 in the rankings than my client's website?

20 A No, I don't have any knowledge of this
21 one way or the other how the rankings appear.
22 But there is traffic from my doing the farmers
23 markets, especially this time of year.

24 Q Are you saying that because you have
25 increased traffic, it increased the rankings



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2 in the organic results?

3 A Think that's how it happens, I think
4 when you have more traffic you go up in the
5 rankings. I'm not an expert in this, my focus
6 is to get the content up and have meaningful
7 content, but my knowledge is the more traffic
8 you get, the higher you go up in the rankings.

9 And there is a lot information on my
10 website now, there are 225 pages and I have
11 fifty-five posts now, so there is a lot more
12 content.

13 MS. BURBACH: I think that
14 addresses all the questions I have for
15 you today.

16 (Time noted 2:04 p.m.)

17
18
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Integrated Management Information, Inc.)	
)	
Opposer,)	
)	
v.)	Opposition No. 91195943
)	
Frank Barrie)	
)	
Applicant.)	Serial No. 77/883,973
)	

NOTICE OF DEPOSITION OF FRANK BARRIE

Please take note that, pursuant to Rule 30(b)(6) of the Federal Rules of Civil Procedure, as incorporated into the Rules of Practice for Trademark Cases under the provision of 37 C.F.R. § 2.116, of the Trademark Rules of Practice, counsel for Opposer, Integrated Management Information, Inc., will take the deposition of Frank Barrie before a Notary Public or other officer qualified by law. The deposition will begin at 10:00 a.m. EDT on June 30, 2011, and continue from day-to-day until completed, at Baymont Inn, 1606 Central Avenue, Albany, New York 12205.

The deposition will take place upon oral examination before an officer qualified by law to administer oaths and will be recorded by stenographic means. You are invited to attend and cross-examine.

Integrated Management Information, Inc.
v.
Frank Barrie
Opposition No. 91195943
Opposer's Exhibit 1

Date: June 9, 2011

Respectfully submitted,

/s/ Cheryl L. Burbach

Cheryl L. Burbach
Matthew B. Walters
HOVEY WILLIAMS LLP
10801 Mastin Blvd., Suite 1000
84 Corporate Woods
Overland Park, Kansas 66210
P: (913) 647-9050
F: (913) 647-9057

*ATTORNEYS FOR OPPOSER
INTEGRATED MANAGEMENT
INFORMATION, INC.*

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on this 9th day of June, 2011, the foregoing has been served on Applicant via electronic mail and First Class U.S. Mail at the following address:

Frank W. Barrie
117 South Pine Avenue
Albany, New York 12208

Email: fbarrie@nycap.rr.com

/s/ Cheryl L. Burbach

Cheryl L. Burbach

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77883973

Filing Date: 12/02/2009

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	\\TICRS\EXPORT8\IMAGEOUT8 \\778\839\77883973\xml1\FT K0002.JPG
*SPECIAL FORM	YES
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	know where your food comes from.com
*COLOR MARK	YES
*DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the earth with North America and South America outlined by use of fruit and vegetable shapes and the words "know where your food comes from.com" circling clockwise around the top with a long directional arrow circling counterclockwise around the bottom.
*COLOR(S) CLAIMED (If applicable)	The color(s) blue, white, and black is/are claimed as a feature of the mark.
PIXEL COUNT ACCEPTABLE	NO
PIXEL COUNT	1150 x 1081
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Barrie, Frank W

Integrated Management Information, Inc.
v.

Frank Barrie
Opposition No. 91195943
Opposer's Exhibit 2

*STREET	117 South Pine Avenue
*CITY	Albany
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	12208
PHONE	518 438 4717
EMAIL ADDRESS	fbarrie@nycap.rr.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	INDIVIDUAL
* COUNTRY OF CITIZENSHIP	United States
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	035
IDENTIFICATION	Promoting health and environmental awareness within people so that they can lead a clean and healthy life; Promoting public awareness of shopping locally; Promoting public awareness of the need for sustaining local agriculture; Promoting the goods and services of others by providing a web site at which users can link to local agriculture sources
*FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
CORRESPONDENCE INFORMATION	

*NAME	Barrie, Frank W
*STREET	117 South Pine Avenue
*CITY	Albany
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE	12208
PHONE	518 438 4717
*EMAIL ADDRESS	fbarrie@nycap.rr.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/Frank W. Barrie/
* SIGNATORY'S NAME	Frank W. Barrie
* SIGNATORY'S POSITION	Owner
* DATE SIGNED	12/02/2009

Trademark/Service Mark Application, Principal Register
TEAS Plus Application

Serial Number: 77883973

Filing Date: 12/02/2009

To the Commissioner for Trademarks:

MARK: know where your food comes from.com (stylized and/or with design, see mark)

The literal element of the mark consists of know where your food comes from.com.

The color(s) blue, white, and black is/are claimed as a feature of the mark. The mark consists of the earth with North America and South America outlined by use of fruit and vegetable shapes and the words "know where your food comes from.com" circling clockwise around the top with a long directional arrow circling counterclockwise around the bottom.

The applicant, Frank W Barrie, a citizen of United States, having an address of
117 South Pine Avenue
Albany, New York 12208
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 035: Promoting health and environmental awareness within people so that they can lead a clean and healthy life; Promoting public awareness of shopping locally; Promoting public awareness of the need for sustaining local agriculture; Promoting the goods and services of others by providing a web site at which users can link to local agriculture sources

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant's current Correspondence Information:

Barrie, Frank W
117 South Pine Avenue
Albany, New York 12208
518 438 4717(phone)
fbarrie@nycap.rr.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Frank W. Barrie/ Date Signed: 12/02/2009

Signatory's Name: Frank W. Barrie

Signatory's Position: Owner

RAM Sale Number: 8440

RAM Accounting Date: 12/02/2009

Serial Number: 77883973

Internet Transmission Date: Wed Dec 02 10:31:39 EST 2009

TEAS Stamp: USPTO/FTK-67.248.133.45-2009120210313909

2393-77883973-46040462d4493668f2471db79a

b68d9636f-CC-8440-20091202093249041571

know where your food comes from.com



know where your food comes from.com



To: Barrie, Frank W (fbarrie@nycap.rr.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77883973 - KNOW WHERE YOUR FOOD COMES FROM.COM - N/A
Sent: 3/13/2010 5:36:13 PM
Sent As: ECOM101@USPTO.GOV
Attachments: [Attachment - 1](#)
[Attachment - 2](#)
[Attachment - 3](#)
[Attachment - 4](#)
[Attachment - 5](#)
[Attachment - 6](#)
[Attachment - 7](#)
[Attachment - 8](#)
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[Attachment - 18](#)
[Attachment - 19](#)
[Attachment - 20](#)

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/883973

MARK: KNOW WHERE YOUR FOOD COMES FROM.COM

CORRESPONDENT ADDRESS:

BARRIE, FRANK W
117 S PINE AVE
ALBANY, NY 12208-2214

77883973

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

Integrated Management Information, Inc.
v.

Frank Barrie
Opposition No. 91195943
Opposer's Exhibit 3

APPLICANT: Barrie, Frank W

**CORRESPONDENT'S REFERENCE/DOCKET
NO:**

N/A

CORRESPONDENT E-MAIL ADDRESS:
fbarrie@nycap.rr.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 3/13/2010

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Refusal To Register Under Section 2(d)—Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 3694440 and 3628052. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely that a potential consumer would be confused or mistaken or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). The court in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) listed the principal factors to be considered when determining whether there is a likelihood of confusion under Section 2(d). *See* TMEP §1207.01. However, not all of the factors are necessarily relevant or of equal weight, and any one factor may be dominant in a given case, depending upon the evidence of record. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); *see In re E. I. du Pont*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity of the goods and/or services, and similarity of trade channels of the goods and/or services. *See In re Opus One, Inc.*, 60 USPQ2d 1812 (TTAB 2001); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593 (TTAB 1999); *In re Azteca Rest. Enters., Inc.*, 50 USPQ2d 1209 (TTAB 1999); TMEP §§1207.01 *et seq.*

Registration No. 3694440

I. Comparison of the Marks

Applicant's mark KNOW WHERE YOUR FOOD COMES FROM.COM is confusingly similar to registrant's mark WHERE FOOD COMES FROM because the marks contain similar wording. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial*

Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n, 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii).

When a mark consists of a word portion and a design portion, the word portion is more likely to be impressed upon a purchaser's memory and to be used in calling for the goods and/or services. Therefore, the word portion is normally accorded greater weight in determining likelihood of confusion. *In re Dakin's Miniatures, Inc.*, 59 USPQ2d 1593, 1596 (TTAB 1999); *In re Appetito Provisions Co.*, 3 USPQ2d 1553, 1554 (TTAB 1987); *Amoco Oil Co. v. Amerco, Inc.*, 192 USPQ 729, 735 (TTAB 1976); TMEP §1207.01(c)(ii). Although applicant's mark features a design element, the wording in the mark is prominent over the design. Use of similar wording in trademarks is likely to result in confusion.

II. Comparison of the Goods and/or Services

Applicant's services, namely, promoting awareness of shopping locally and sustaining local agriculture is confusingly similar to registrant's mark, namely, verifying the origin and handling practices of food production. The services are complementary services because they are marketed together for use by the same consumers.

Registration No. 3628052

I. Comparison of the Marks

Applicant's mark KNOW WHERE YOUR FOOD COMES FROM.COM is confusingly similar to registrant's mark KNOW WHERE YOUR PRODUCE CAME FROM because the marks contain similar wording. Marks may be confusingly similar in appearance where there are similar terms or phrases or similar parts of terms or phrases appearing in both applicant's and registrant's mark. *See Crocker Nat'l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689 (TTAB 1986), *aff'd sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat'l Ass'n*, 811 F.2d 1490, 1 USPQ2d 1813 (Fed. Cir. 1987) (COMMCASH and COMMUNICASH); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (21 CLUB and "21" CLUB (stylized)); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) (CONFIRM and CONFIRMCELLS); *In re Collegian Sportswear Inc.*, 224 USPQ 174 (TTAB 1984) (COLLEGIAN OF CALIFORNIA and COLLEGIENNE); *In re Pellerin Milnor Corp.*, 221 USPQ 558 (TTAB 1983) (MILTRON and MILLTRONICS); *In re BASF A.G.*, 189 USPQ 424 (TTAB 1975) (LUTEXAL and LUTEX); TMEP §1207.01(b)(ii)-(iii). Applicant's mark creates a similar commercial impression as registrant's mark because the term "food" encompasses produce goods. The messages conveyed by the marks are similar in meaning and the marks are nearly identical in sound and appearance. Therefore, use of the marks on closely related services is likely to result in confusion.

II. Comparison of the Goods and/or Services

Applicant's services, namely, promoting public awareness of shopping locally and providing websites featuring local produce products are closely related to registrant's goods, namely, produce. Consumers

are likely to be confused by the use of similar marks on or in connection with goods and with services featuring or related to those goods. TMEP §1207.01(a)(ii); *see In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988) (holding BIGG'S for retail grocery and general merchandise store services likely to be confused with BIGGS for furniture); *In re United Serv. Distribs., Inc.*, 229 USPQ 237 (TTAB 1986) (holding design for distributorship services in the field of health and beauty aids likely to be confused with design for skin cream); *In re Phillips-Van Heusen Corp.*, 228 USPQ 949 (TTAB 1986) (holding 21 CLUB for various items of men's, boys', girls' and women's clothing likely to be confused with THE "21" CLUB (stylized) for restaurant services and towels); *In re U.S. Shoe Corp.*, 229 USPQ 707 (TTAB 1985) (holding CAREER IMAGE (stylized) for retail women's clothing store services and clothing likely to be confused with CREST CAREER IMAGES (stylized) for uniforms); *Steelcase Inc. v. Steelcare Inc.*, 219 USPQ 433 (TTAB 1983) (holding STEELCARE INC. for refinishing of furniture, office furniture, and machinery likely to be confused with STEELCASE for office furniture and accessories); *Mack Trucks, Inc. v. Huskie Freightways, Inc.*, 177 USPQ 32 (TTAB 1972) (holding similar marks for trucking services and on motor trucks and buses likely to cause confusion). The attached evidence demonstrates that applicant's services are closely related to registrant's goods because they are complementary goods and services that are marketed in the same channels of trade and used by the same consumers.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

In light of the similarities between the marks and the closely related nature of the goods and/or services, the examining attorney has determined that the mark cannot proceed to registration.

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Applicant must respond to the requirement(s) set forth below.

Mark Description

Applicant must submit an accurate and concise description of the literal and design elements in the mark. 37 C.F.R. §2.37; *see* TMEP §§808.01, 808.02. The following is suggested, if accurate:

The mark consists of the earth with North America and South America outlined by use of fruit and vegetable shapes appearing in blue and white and the words "know where your food comes from.com" appearing in black. Circling clockwise around the top with a long directional arrow circling counterclockwise around the bottom appearing in blue.

TEAS Plus Applicants

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue

to submit certain documents online using TEAS, including responses to Office actions. For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. Responding by telephone to authorize an examiner's amendment will not incur this additional fee.

/Saima Makhdoom/
Attorney
Law Office 101
U.S. Patent and Trademark Office
Telephone: (571) 272-8802
Facsimile: (571) 273-8802

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

Print: Mar 11, 2010

77371984

DESIGN MARK

Serial Number

77371984

Status

REGISTERED

Word Mark

KNOW WHERE YOUR PRODUCE CAME FROM

Standard Character Mark

Yes

Registration Number

3628052

Date Registered

2009/05/26

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Fort Boise Produce CORPORATION IDAHO 28519 Hwy 20/26 Parma IDAHO 83660

Goods/Services

Class Status -- ACTIVE. IC 031. US 001 046. G & S: Fresh fruits;
Fresh vegetables. First Use: 2008/08/15. First Use In Commerce:
2009/01/15.

Filing Date

2008/01/15

Examining Attorney

I, DAVID

Attorney of Record

Bryan G. Pratt

KNOW WHERE YOUR PRODUCE
CAME FROM

Print: Mar 11, 2010

77735237

DESIGN MARK

Serial Number

77735237

Status

REGISTERED

Word Mark

WHERE FOOD COMES FROM

Standard Character Mark

Yes

Registration Number

3694440

Date Registered

2009/10/06

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Integrated Management Information, Inc. CORPORATION COLORADO 221
Wilcox Street, Suite A Castle Rock COLORADO 80104

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: Food quality
verification services, namely, verifying the origin and handling
practices of food production. First Use: 2007/10/15. First Use In
Commerce: 2008/10/28.

Filing Date

2009/05/12

Examining Attorney

NEVILLE, BRIAN

Attorney of Record

Cheryl L. Burbach

WHERE FOOD COMES FROM



Common Ground Athens

Type your address here for e-mail news...

Join or Donate

Internships

Volunteer Hub

Training Center

Lending Library

Organizational

Assistance

Community

Calendar

Member Central

Affiliate Tools

Our Affiliates

Community and

Cultural

Development

Cluster

Conservation and

Sustainability

Cluster

Food Cluster

Peace and Justice

Cluster

Contact Us

About Us

Stay in Touch

Home

Support Common

Ground

NO SWEAT

100% union-made apparel

PLACE (Promoting Local Agriculture and Cultural Experiences)

<http://www.localplace.org/>

PLACE promotes a strong accessible local food culture in the Athens, Georgia area.

Communities have more to offer residents that simply a place to live. Communities can offer residents a real sense of place, a commitment to the place they live. Communities with a strong local food culture meaningfully bring people together while creating jobs, protecting the environment, and sharing good, clean, fair food.

PLACE develops a strong local food culture through educational programs, networking opportunities, and increased availability of locally grown food.

PLACE is an independent but integrative entity that strives to build networks among local community members.

PLACE believes that everyone should have access to locally grown food; that everyone should be able to make informed decisions about the food they consume; and that a sense of place is an essential building block for creating community.

< Prev

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- 2 Athens Tour de Farm
- 3 PLACE (Promoting Local Agriculture and Cultural Experiences)
- 4 Food Not Bombs
- 5 Daily Groceries Co-op
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Virginia

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This month's notes: March 2010: Citrus are ready to pick in Florida and Texas! Easter Egg hunts (click here) are coming everywhere! After that are Cherry Blossom Festivals (click here). Organic farms are identified in green! (Fruit and vegetable festivals are here). Make your own applesauce, apple butter, salsa, spaghetti sauce and save money on food bills and eat better. See easy canning instructions/recipes, canning equipment guide! Also make your own ice cream - see How to make ice cream and ice cream making equipment and manuals

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Recommended books

Complete canning / preserving directions

Fruit / veg guides and picking tips

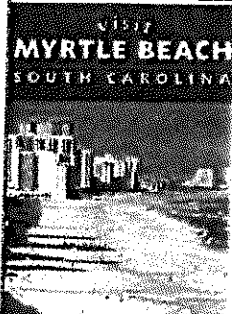
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Pick your own farms in Virgin

Click on the list below, or on the [map](#) below for the area you are interested in

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- [Click here for southwestern Virginia, including Roanoke](#)
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- [Crop availability / harvest schedule - \(click here!\)](#)
- [To find pumpkin patches, corn mazes and other Halloween activities, click here.](#)
- [To find choose and cut-your-own Christmas tree farms, click here.](#)

Current weather - click for forecast, or enter a zip code for a different locati

Charlottesville, VA

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58°F
Cloudy

Feels Like: 58°F
Humidity: 72%
Wind: SSW at 8 mph

Enter city/zip



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Roanoke, VA

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55°F
Cloudy

Feels Like: 55°F
Humidity: 85%
Wind: W at 8 mph

Enter city/zip



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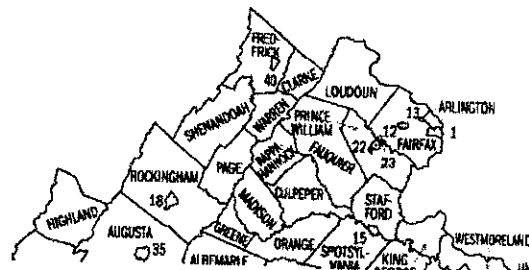
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Humidity:
Wind: W.
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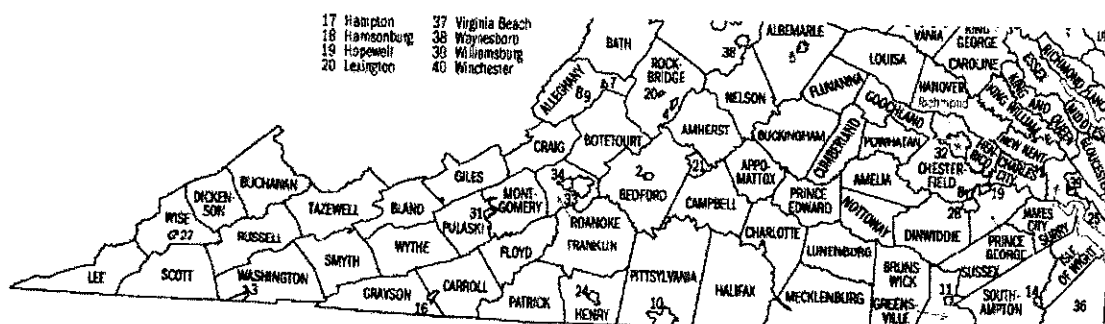


[Will it snow on Christmas?](#)

Click on the map!

INDEPENDENT CITIES	
1 Alexandria	21 Lynchburg
2 Bedford	22 Manassas
3 Bristol	23 Manassas Park
4 Buena Vista	24 Martinsville
5 Charlottesville	25 Newport News
6 Chesapeake	26 Norfolk
7 Clifton Forge	27 Norton
8 Colonial Heights	28 Petersburg
9 Covington	29 Poquoson
10 Danville	30 Portsmouth
11 Emporia	31 Radford
12 Fairfax	32 Richmond
13 Falls Church	33 Roanoke
14 Franklin	34 Salem
15 Fredericksburg	35 Staunton
16 Galax	36 Suffolk
17 Hampton	37 Virginia Beach



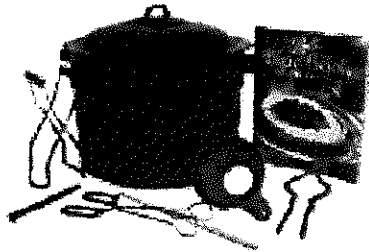


These pages have listings of Virginia pick your own farms and orchards. These include berries, w
peaches, grapes, honey, apples, Christmas trees and pumpkins. The farms are listed alphabetical
major city. The harvest dates chart ([click here!](#)) indicates approximate times when the fruit or v
picking in Virginia.

Many locations have special events, festivals, petting zoos, tours and lectures, and other special
sure to call before you go - to ensure the farm is open and the fruit or vegetable is available - n
"picked out" early! the best time to go is anytime late in the week or early on a Saturday mornir

I'm always looking for more to add and feedback about any you have visited, so if you encounte
me at the address at the bottom of the page! And if you have a farm and want to add it or corn
information, please let me know!

We also have a page with links to our own simple instructions on canning, freezing and drying me
vegetables, such as how to make jam, apple butter, applesauce, spaghetti sauce, salsa, pickles, k
corn.



Home Canning Kits

This is the same type of standard canner grandmother used to make everything from jams and jellies to tomato and spaghetti sauce. This complete kit includes everything you need for years: the canner, jar rack, jar grabber, bubble wand, a plastic funnel, labels, bubble wand, and the Ball Blue Book. It's much cheaper than buying the items separately. You'll never need anything else except jars & lids! To see more canning kit styles, makes and prices, [click here!](#) For current pricing:

[Click here for a larger photo, more info and ordering, etc.](#)

Average Customer Review: ★★★★★

Usually ships in 1-2 business days



Lids, Rings, Jars, mixes, pectin,

Need lids, rings and replacement jars to make jam, spaghetti sauce or salsa or mixes? Get them all here, and usually at a better price than your local store!

[Get them all here at the best prices](#)



Remember to ALWAYS call the farm or orchard BEFORE you go - weather, heavy picking and business conditions can always affect their hours and crops!

PYO Farms in Other Countries: [[Australia](#)] [[Canada](#)] [[South Africa](#)] [[New Zealand](#)] [[United Kingdom](#)]



Our other free, informative sites you may like:

EHSO.com - Environmental health and safety information and guidance for the home
ConsumerFraudReporting.org - Information about identity theft, frauds and scams; how to report them and how to protect your identity.
FitnessAndHealthScience.org - Practical fitness, health and diet information that works.
And [our other related websites!](#)

Care to Donate to help me keep the website going? Donate to me at Benevia here:



Questions, comments, corrections and suggestions or want to recommend a farm to add?

Or write me at Blake2007@PickYourOwn.org

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Where you can find a pick-your-own farm near you!

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Get my next pick
before it moves!

Ticker: A£

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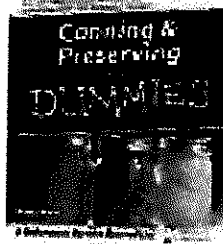
For Pumpkin Patches, Corn Mazes and more, click here!

Alabama	Illinois	Missouri	Pennsylvania	Other countries:
Arizona	Indiana	Montana	Rhode Island	
Alaska	Iowa	Nebraska	South Carolina	United Kingdom
Arkansas	Kansas	Nevada	South Dakota	Canada
California	Kentucky	New Hampshire	Tennessee	Australia
Colorado	Louisiana	New Jersey	Texas	Germany
Connecticut	Maine	New Mexico	Utah	Greece
Delaware	Maryland	New York	Vermont	Ireland
Florida	Massachusetts	North Carolina	Virginia	Italy
Georgia	Michigan	North Dakota	Washington	Japan
Hawaii	Minnesota	Ohio	state	New Zealand
Idaho	Mississippi	Oklahoma	West Virginia	South Africa
		Oregon	Wisconsin	Switzerland
			Wyoming	

I have free illustrated directions on making and canning jam, pickles, spaghetti sauce, salsa, ketchup, corn, for you on the website. And if you are looking for Canners, mixes, jars, pectin and other canning supplies at the best prices anywhere! The sale of these products is what enables me to keep the site running and up to date. And I've also tried to find the best quality, most reliable vendors and best prices for you, too!

In the table above is the free listing of pick-your-own farms in almost every state in the United States and 5 other countries. If I haven't included your state or country, email me any information you have about pick your own farms and orchards in your state and I'll add it! See How to Add a Farm to PickYourOwn.org

Canning books



Canning & Preserving for Dummies

by Karen Ward

Average Customer Review: ★★★★★

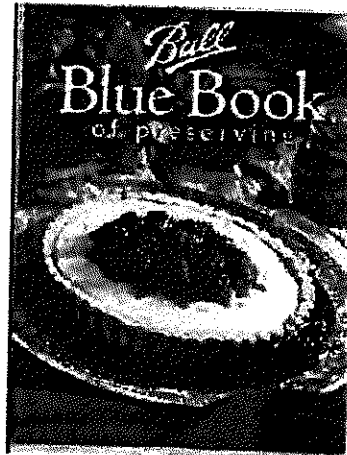
Usually ships in 24 hours

Price: \$11.89

You Save: \$5.10 (30%)

[Click here for a larger photo, more information, pricing, ordering, etc.](#)

The Ball Blue Book of Preserving



This is THE book on canning! My grandmother used this book when I was a child. It tells you in simple instructions how to can almost anything; complete with recipes for jam, jellies, pickles, sauces, canning vegetables, meats, etc. If it can be canned, this book likely tells you how! Click on the link below for more information and / or to buy (no obligation to buy)

Price \$8.95

[Click here for a larger photo, more information, pricing, ordering, etc.](#)

Remember to ALWAYS call the farm or orchard BEFORE you go - weather, heavy picking and business conditions can always affect their hours and crops!

PYO Farms in Other Countries: [[Australia](#)] [[Canada](#)] [[South Africa](#)] [[New Zealand](#)] [[United Kingdom](#)]

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[FitnessAndHealthScience.org](#) - Practical fitness, health and diet information that works.
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Or write me at

Blake2007@PickYourOwn.org

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http://74.125.113.132/search?cache:059mJ7coGGOJ:localplace.org/+promoting+local+agriculture+and+cultural+experiences&cd=1&hl=en&ct=clnk&q=us 03/13/2010 05:14:09 PM

This is Google's cache of <http://localplace.org/>. It is a snapshot of the page as it appeared on Mar 7, 2010 23:28:34 GMT. The current page could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **local agriculture cultural experience**. These terms only appear in links pointing to this page: **promoting**

[Text-only version](#)

P.L.A.C.E.

Promoting Local Agriculture & Cultural Experience



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Click here to sign up and receive updates on what PLACE is doing around town.

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Welcome to PLACE

Upcoming Events:

PLACE Book Club: Learning about Food and Place

Beginning this year, PLACE will be hosting a monthly book club on the third Tuesday of every month. Discussion will begin at 8:00pm. In January, February, and March, we will be meeting at Jittery Joe's in Watkinsville, Georgia (27 Greensboro Hwy, Watkinsville, GA 30677). We have picked a range of books that explore our food system from various perspectives that examine the possibilities and limitations of the **local** food movement. Join us for one. Join us for them all. Join us if you've read the whole book or just one chapter. We look forward to discussions about how we shape, and are shaped, by the choices we make and the food we eat.

• March 16th "Hungry Like How Food Shapes Our Lives" by Caroline Steel. This new

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- **March 16th: "Hungry City: How Food Shapes Our Lives" by Carolyn Steel.** This new book is an investigation about the historical role food has played in shaping our lives and our cities while also capturing a British perspective on local food.
- **April 20th: "Closing the Food Gap: Resetting the Table in the Land of Plenty" by Mark Winne.** Winne is a co-founder of a number of food and food justice policy groups including the City of Hartford Food Policy Commission, the Connecticut Food Policy Council, End Hunger Connecticut, and the national Community Food Security Coalition. This book specifically tackles issues of hunger, food security, and food access.
- **May 18th: "The Revolution Will Not Be Microwaved: Inside America's Under Ground Food Movements" by Sander Ellix Katz.** Katz is a culinary author, food activist, and avid fermentationist. Katz provides a overview of all the problems our industrial food system is causing and grass-root efforts to address these problems.
- **June 15th: "Coming Home to Eat: The Pleasure and Politics of Local Food" by Gary Paul Nabhan.** Nabhan eats locally for a year, in a desert, by exploring Native American food traditions and explaining the importance of saving seeds, genetic diversity, and culture memory.
- **July 20th: "Bringing It to the Table: On Food and Farming" by Wendell Berry.** Berry is a prolific writer, eloquent poet and thoughtful farmer of more than 40 decades. This book compiles and captures his insight and wisdom throughout this life.
- **August 17th: "Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly" by James E. McWilliams.** An environmental historian, McWilliams provides a clear-eyed investigation in the idealist visions of the local food movement and his own well-researched alternatives to responsible eating. Should provide a thoughtful discussion.
- **September 21st: "Farm City: The Education of an Urban Farmer" by Novella Carpenter.** Carpenter has been an urban farmer for over a decade in Oakland, California and shared her insights and experiences in this book.
- **October 19th: "Deeply Rooted: Unconventional Farmers in the Age of Agribusiness" by Lisa Hamilton.** Hamilton shares the stories of farmers who have been left behind (and stayed behind) while other farmers rushed to industrialize their farms and compete in the global marketplace.

Join PLACE for our first Saturday night fundraiser, "Dancing to the Beet," at Farm 255 with DJ Mahogany. DJ Mahogany is a fanatical vinyl collector and usually has disco, old soul and funk

on his turntable. Five dollar suggested donation to benefit PLACE, which fosters a strong accessible **local** food culture in Athens.

PLACE is an Athens-based non-profit organization whose mission is to promote a strong, accessible **local** food culture in Athens.

We do that by:

- creating opportunities to celebrate **local** food;
- creating opportunities to grow and eat locally;
- developing and facilitating educational opportunities around food; and
- networking community members, organizations, and institutions to create, maintain, and strengthen mutually beneficial relationships that build a strong **local** food culture.

But you, as a citizen and consumer, are the one who can really make a difference by:

- buying and eating **local** foods;
- sharing meals with friends and family;
- meeting the fine folks growing your food;
- trying your hand at growing your own;
- starting or joining a community garden;
- volunteering at a school garden;
- learning more about why going **local** matters;
- becoming an advocate for **local** food; or
- making a charitable donation to PLACE

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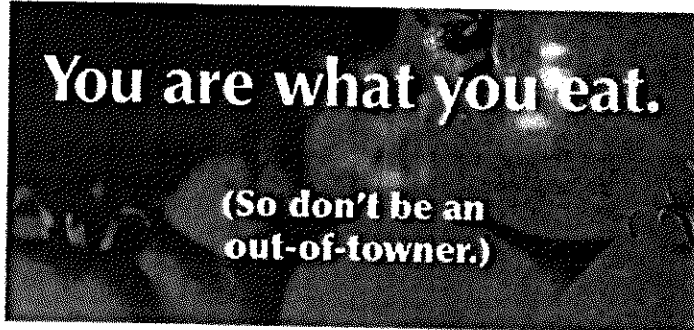
Promoting Local Agriculture & Cultural Experience



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Local Food in Athens



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Click here to learn more about the mission and vision of the Athens Food Project and the local food movement.

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Athens is rocking the local food scene. We are blessed with a great number of wonderful local farms, local direct sale markets, local restaurants serving local food, and hard-working local food organizations, including PLACE.

Whether you are new to Athens or new to the local food scene in Athens, PLACE helps you learn more about the place you live and the food that is grown there. Check out our frequently updated list of:

- [Local Eats in Athens](#)
- [Local Farms around Athens](#)
- [Local Food Organizations](#)

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Knowaboutyourfood, Inc.

Business Plan
(Copyright © 2009 Frank W. Barrie)

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Exhibit 6

35

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I. Personal Goals

The creation of the website, Knowwhereyourfoodcomesfrom.com, is the result of the growing awareness of the founder, Frank Barrie, that sustainable, local agriculture must be encouraged and aided by better food choices. It is crucial to influence the food choices of consumers, by enabling the careful examination of where exactly their food is coming from, in the face of the relentless advertising and marketing, often misleading, of industrial agriculture businesses.

Sustainable agriculture is agriculture that protects our natural resources and carefully considers the cost to the land and the healthful lives of consumers by how food is produced and distributed. Local agriculture means the preservation of family farms and a way of life, with the added benefit of avoiding the environmental and economic costs of transporting food great distances, when nutritious food can be produced much closer to the consumer's home community. When consumers begin to think carefully about the question of where exactly their food is coming from, many more will choose to support sustainable, local agriculture, as well as fair-traded foods (which cannot be grown and produced close to their homes) and which are also grown in a sustainable way, with respect for the land and natural resources. Let the spirit of ethical consumerism reign.

The incorporator is a mature professional, with the good fortune of a successful legal career, who now wishes to develop a website, knowwhereyourfoodcomesfrom.com, which can serve as a way to influence the eating and consumption decisions of people so as to encourage and aid sustainable, local agriculture, and the production of healthy and wholesome foods. The development of the website, www.knowwhereyourfoodcomesfrom.com, will also be an outlet for the incorporator's creative spirit.

The website will be owned and operated by a Subchapter S corporation, [Knowaboutyourfood](http://Knowaboutyourfood.com), Inc.

II. Curricula Vitae of the Incorporator/Shareholder/Director of Knowaboutyourfood, Inc.

Frank W. Barrie (59). 1972, Bachelor of Arts, Colgate University; 1973, Master of Arts in Teaching, Colgate University; 1976, Juris Doctor, Boston University School of Law; 1982, Master of Laws (Taxation), Boston University School of Law.

Frank, who served as a Tax Law Judge for the State of New York from 1989 to 2009, wrote over 200 determinations in the areas of personal income tax, sales tax, state corporation tax, cigarette tax and other miscellaneous state taxes. Determinations are available at the website of the New York State Division of Tax Appeals at <http://www.nysdta.org>. Recent and notable determinations include Matter of Disney (corporate tax), Matter of Gutlove and Shirvint (cigarette tax), Matter of Hirshfeld (personal income tax) and Matter of Waksal (sales tax). From 1985 to 1989, he was employed as a trial lawyer, serving as an Assistant Attorney General, by the New York State Department of Law (Attorney General's Office). From 1982-1985, he was a hearing officer for the New York State Tax Commission. Earlier in his legal career, he was Associate Counsel to the Democratic Study Group of the New York State Assembly (1980-1981) and a Legal Services Corporation staff attorney for Manhattan Legal Services (1978-1979) and Neighborhood Legal Services of Buffalo (1976-1978).

Admitted to the bar in New York in 1977, Frank is a member of the New York State Bar Association.

III. Business Description

Knowwhereyourfoodcomesfrom.com will be a website designed to promote small, sustainable, local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or "organically" grown. The hopeful end result is to preserve and support viable small farm economies. When certain foods cannot be grown locally, knowwhereyourfoodcomesfrom.com will promote foods, such as coffee, tea, cacao, bananas, pineapples, etc., that are grown in a sustainable and healthy way and are "fair-traded".

The long-range plan is for the website to have several distinct areas including the following:

1. Listing of Farmers' Markets- By clicking on the name of a State, there will be a listing of farmers' markets by city and town within the State. Each farmers' market listed will provide information on the exact location and days and times of operation, and a listing of farmers and vendors at the particular farmers' market if available. If a particular farmers' market has its own website, there will be a link to such website.
2. Listing of local farmers and producers of food- There will be two ways to obtain information on specific local farmers and local (artisanal) producers of food: (1) a geographic listing similar to the listing of farmers' markets and (2) an alphabetized directory of foods. For example, under C, local producers of cheeses will be listed, under H, local producers of honey will be listed, under G, local producers of garlic will be listed, under O, local producers of olives will be listed, etc.
3. Listing of CSA (community supported agriculture) farms which sell shares of their food output to supporters, a financial model that has kept many small farms going.
4. Listing of "local farm or garden-to-table" or "local growers-to-table" restaurants- There will be a directory, again categorized by State and then city or town, listing restaurants which have menus that stress the use of local food, grown in a sustainable and healthy way. If a particular restaurant has its own website, there will be a link to such website. For example: Fifty South, Ballston Spa, NY restaurant that purchases all its green produce locally and stresses eating foods of the season, Troy, NY's Tosca Etc. offering meals to go focusing on regional food products; Roberta's, a Brooklyn pizzeria growing tomatoes, peppers and herbs on top of a shipping container next to the restaurant; two up-scale Manhattan restaurants-Dan Barber's Blue Hill, Peter Hoffman's Savoy and Mezze Bistro in Williamstown, MA which stresses the use of local foods, etc. This will be an area inviting interaction from visitors to recommend similar restaurants and their reviews. In its way, this area is a tribute to Alice Water's Chez Panisse.

5. Listing of food coops- There will be a directory of food coops which emphasize the provision of locally grown organic foods, again by state then city and town. If a particular food coop has its own website, there will be a link to such website. Eastern NY and western New England have several coops emphasizing locally grown foods with coops in New York: Albany, Niskayuna, Cambridge, Rensselaerville, and in Massachusetts: Williamstown and Great Barrington. There are at least 20 co-ops in Minneapolis-St. Paul area according to an article in the Albany Times Union (5/22/09).
6. Listing of providers of fair traded tropical foods- There will be a directory of providers of fair traded foods, coffee, tea, cacao, tropical fruits, etc., that cannot be grown in colder climates. The listing will be an alphabetized directory of such foods. If a particular provider has its own website, there will be a link to such website.
7. Area on the website devoted to a review of books and literature, films, educational programs and seminars, which promote local, sustainable, organic agriculture. There will be a focus on the "growing" community of writers, filmmakers, and scientists who are promoting sustainable, local agriculture. Their creative output will be promoted in this area of the website, e.g.: (1) Robert Kenner's documentary "Food, Inc.", (2) Mark Kurlansky's "The Food of a Younger Land" describing the era of no highways or fast food and few freezers when food was fresh and local and different in one part of the country from another, (3) Joanne Michaels "Hudson Valley Farms: The People and the Pride Behind the Produce," (4) Jessica Prentice, a California food writer who invented the term "locavore", (5) Lee Reich's latest book, "Landscaping with Fruit", (6) Michael Pollan's The Omnivore's Dilemma and In Defense of Food, (7) Bill McKibben's Deep Economy, (8) David Kessler's The End of Overeating", (8) Richard Louv's "Saving Our Children from Nature Deficit Disorder," etc.
8. Feature articles on local growers and providers of food and related subjects: e.g.: (1) what exactly have the Obamas planted in their White House garden, (2) interviews of State agriculture commissioners- might there be some who advocate for sustainable, local agriculture, etc., (3) food pantries that distribute locally grown, healthy foods, (4) facilitators of community gardens such as Capital District Community Gardens, (5) the oldest continuously owned vineyard on the planet-the Chateau de Montlaur in the Languedoc-Roussillon region of France, (6) rooftop gardening in urban areas, (7) wild edible plants, etc.
9. Area on the website for recipes using fresh, unprocessed foods, readily available from local agricultural sources.
10. Area on the website for home gardening tips on how-to-grow food: Let thousands of garlic bulbs and other easy to grow edible foods sprout throughout the land, bee-keeping in urban areas, etc.

11. Area on the website for referencing current "news" concerning local, sustainable agriculture and unsustainable, industrial agriculture; (1) NY Times 7/27/09 reports "Chile's Antibiotics Use on Salmon Farms Dwarfs Top Rivals, (2) NY Times 7/1/09 reports "Organic Farms as Subdivision Amenities", (3) NY times 5/13/09 reports Frito-Lay embracing a "broad interpretation of what eating locally means"; (4) NY Times 5/14/09 reports Lead is a Concern for urban gardeners; (5) NY Times 5/24/09 reports "Old McDonald Had an Intern? Summer Jobs are going Organic" on the "new agrarians", (6) Albany Times Union 7/1/09 reports big-box blight hits tomatos brought in by Southern wholesaler of tomato plants, etc.

12. Links- There will be a section of the website providing links to other related websites, e.g.: Eden Foods, nurturing more than 350 North American organic family farms, National Sustainable Agriculture Information Service (financed by the U.S. Department of Agriculture), TransFair USA which certifies fair-trade products, neighborhoodfruit.com where fruit seekers can find public patches of fruit, Amanda Hesser's cooking website which emphasizes cooking locally grown foods, etc.

IV. PROGRESS TO DATE

Several steps have already been taken by the principal in preparation for the launching of knowwhereyourfoodcomesfrom.com.

The nature of the website was discussed with several knowledgeable friends and relatives who agreed that the proposed website would have substantive content of considerable interest to the increasing number of consumers concerned about the healthfulness of their food supply as well as the need to preserve the culture of small, sustainable farms.

The principal selected Register.com as a web services provider and purchased domain rights for three years to knowwhereyourfoodcomesfrom.com. In order to protect this "brand identity", the principal also purchased domain rights for three years to the following five additional website domains: (1) knowwherefoodcomesfrom.com; (2) knowwhereyourfoodcomesfrom.net; (3) knowwherefoodcomesfrom.net; (4) knowwhereyourfoodcomesfrom.org; (5) knowwherefoodcomesfrom.org and (6) knowaboutyourfood.com.

Brownstone Graphics of Albany, NY has been retained to develop a logo for the website and several wonderful designs are under review.

The domain names with the .org ending were purchased in order to preserve the principal's ability to consider whether the organizational structure for the website should be a non-profit format instead of a business model, although at this early stage, the business model seems doable. Nonetheless, given the amount of information that would need to be inputted into the website, a non profit model, which could utilize the services of volunteers, is under consideration. Further, the principal has given some thought to involving the Upstate Institute, a non-profit entity based at Colgate University, since the purpose of the website- to preserve the culture of small sustainable farms- is a natural fit for the Upstate Institute which is centered in Hamilton, NY, in the rural and rich farm country of central New York State, which has seen the dramatic decline of the small family farm. The website could also serve as an educational tool for students interested in practical applications of journalism, environmental studies, sociology, biology, economics, political science, etc.

The principal has also established an e-mail account, info@knowwhereyourfoodcomesfrom.com for one year with the web services provider, Register.com. He has also created a "business card" on the website, knowwhereyourfoodcomesfrom.com, so that a visitor to the website can see the intended purposes for the site as well as to provide a way to contact the principal by e-mail. Shortly, with the assistance of Register.com, the principal will be creating a one page website at www.knowwhereyourfoodcomesfrom.com, the site under development.

The principal has also begun to collect a substantial amount of information relevant to the content to be provided on the website. The information has been organized topically as follows: (1) Farm/garden-to Table restaurants; (2) Farmers markets; (3) Writers/Thinkers on Local Foods and industrial agriculture; (3) Recipes utilizing fresh, local foods; (4) Gardening tips; (5) Local food sources; (6) Food coops; (7) Fair traded tropical foods; (8) Professionals who may be able to assist the development of the website; (9) Potential advertisers; (10) Current food news from

newspapers and magazines on local foods as well as news stories related to industrial agriculture; (11) Food festivals; and (12) Information on other websites which would be natural links to knowwhereyourfoodcomesfrom.com.

The principal will soon be forming a Subchapter S corporation, Knowaboutyourfood, Inc., for the purpose of owning and operating the website, knowwhereyourfoodcomesfrom.com. All business connected with the website will then be conducted by, and in the name of, the corporation. An accountant, on a consulting basis, will be retained to advise on the establishment and maintenance of corporate financial and bookkeeping records and to prepare annual tax returns and the furnishing of miscellaneous advice.

V. Personnel Plan

The principal has been a working member of the Honest Weight Food Coop in Albany, New York and has volunteered and worked in the produce and bulk foods departments. The idea for the website, knowwhereyourfoodcomesfrom.com, first occurred to him when he was unpacking "organic" garlic from China. As a grower of garlic in his home garden, it seemed that this was a food that should be locally grown. From then on, the principal became sensitive to information on where food is coming from and issues relating to sustainable and local agriculture. He feels qualified to provide editorial services in the development of information for the website. As a daily reader of two newspapers and several magazines, he also feels qualified to collect information on related food issues.

Given the substantial amount of data that will need to be inputted into the website for its (1) listing of farmers markets and (2) listing of small family farms and local and artisanal producers of food, the website will require the accurate typing skills of a certain number of workers. Once these two listings are inputted, to keep them up-to-date will not be as labor intensive. In addition, the website's listings of farm/garden to table restaurants, community supported agriculture farms, food coops, providers of fair traded tropical foods will initially be somewhat labor intensive requiring a fairly substantial amount of accurate typing. Similarly, after these listings are inputted, to keep them up-to-date will not be as labor intensive. Once the principal has gathered the information and data for these two directories and has established a template for the inputting of such data, the services of typists will still be needed.

The areas of the website devoted to (1) a review of books and literature, films, educational programs and seminars, (2) feature articles on local growers and food providers, and (3) food news will require personnel with writing and thinking skills of a journalistic nature.

The areas of the website devoted to recipes and gardening tips will require individuals interested in nutrition, cooking, and gardening and who can write about such topics.

Initially, the principal will attempt to perform a large part of the above functions to develop the substantive content in order to get the website up and running in some minimal form. However, from the start, another individual will be necessary for purposes of handling advertising contracts and it will be necessary to find an advertising consultant, who would be able to work as an independent contractor on a commission basis. In addition, an individual with excellent computer skills, who can work on the technical issues of developing a website, will be sought to assist in the start-up of the website in exchange for an ownership interest in the corporation. In the initial stages, services of Register.com, the web services provider for the website, will be utilized. In addition, assistance of a creative technical and design person at a reasonable hourly rate will be sought. The principal is hopeful that an arrangement can be made with Brownstone Graphics located in Albany, NY.

The services of an accountant will be used as necessary.

VI. Income and Expenses

I. Income

The hope is for revenue from advertising appearing on knowwhereyourfoodcomesfrom.com. As noted in the Personnel Plan, in the beginning of operations, an advertising consultant to handle advertising contracts on a commission basis will be sought. It is difficult at this stage to estimate advertising revenue.

2. Expenses

The principal has access to an Apple Computer for purposes of the inputting of information into the website and for related computer work in the start-up stage. Until the website is functioning, it is difficult to gauge expenses. At this stage of development, the following expenses have been incurred by the principal:

Domain registration of knowwhereyourfoodcomesfrom.com for 3 years:	\$99.00
Domain registration of knowwherefoodcomesfrom.com for 3 years:	84.15
Domain registration of knowwherefoodcomesfrom.net for 3 years:	59.25
Domain registration of knowwhereyourfoodcomesfrom.net for 3 years:	59.25
Domain registration of knowwhereyourfoodcomesfrom.org for 3 years:	59.25
Domain registration of knowwherefoodcomesfrom.org for 3 years:	59.25
Domain registration of knowaboutfood.com for 3 years:	79.00
Pro Email account established for info@knowwhereyourfoodcomesfrom.com For one year:	26.21
One page build a site for me: custom from register.com:	45.00
Total incurred:	\$570.36

Although the principal is an attorney, in the near future, there will be some legal and accounting expenses in setting up Knowaboutyourfood, Inc. which will own the website, knowwhereyourfoodcomesfrom.com. In addition, the services of a design, technical consultant from Brownstone Graphics in Albany, NY will be engaged at an hourly rate of 25.00 to establish an attractive and useable website.

VII. knowwhereyourfoodcomesfrom.com in Two Years

In two years, the website will have "go-to" directories for listings of (1) farmers markets throughout the U.S. and Canada, (2) local farm/garden to table restaurants throughout the U.S. and Canada, (3) small farms operating in a community supported agriculture format. If there are sufficient resources, the website will also have directories for listings of (1) local food providers, including artisinal food providers, (2) food cooperatives throughout the U.S. and Canada, (3) providers of fair traded tropical foods such as tea and coffee, (4) local food festivals such as garlic festivals, etc..

As detailed in the Business Description, pp. 3-5, the website will have designated areas for the publication of (1) local food news, (2) reviews of books and movies related to the encouragement of sustainable, local agriculture, (3) gardening tips, (4) recipes utilizing fresh, local foods and (5) feature articles related to sustainable, local agriculture, as detailed in the prior section of this Business Plan.

In two years, there will also be many links to other related websites as well as many small ads for local and artisinal providers of food, organic food producers, farm to table restaurants, etc.



Trademark application 12,123,456,789

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In the words of the Kentucky farmer and writer, Wendell Berry, "Every time you make a decision about food, you are farming by proxy," *The Art of the Commonplace*, edited by Norman Wirzba (Berkeley, CA, Counterpoint, 2003). This website, knowwhereyourfoodcomesfrom.com is for people who, in Berry's words, have not "given proxies to the corporations to produce and provide all of their food."

Knowwhereyourfoodcomesfrom.com will promote local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or "organically" grown, so as to preserve and support small farm economies and to ensure a healthy environment for future generations. Although the total quantity of calories produced on farms in North America has increased greatly in this era of industrial agriculture, such increase is rooted in *unsustainable* growing practices reliant upon heavy use of chemical pesticides, herbicides and fungicides, fossil fuels, and soil and tillage practices that result in considerable soil erosion. When certain foods cannot be grown locally, this site will promote tropical foods that are grown in a sustainable way that "cares for people, land, and water" and are "fair-traded."

Knowwhereyourfoodcomesfrom.com will provide *directories* of (1) farmers' markets, (2) local farm to table restaurants, (3) CSA (community supported agriculture) farms, (4) local providers of cheese, honey, pasture grazed meat, eggs and similar foods that can be produced by small farm economies, (5) food coops which promote and sell local foods, and (6) providers of fair-traded tropical foods. This site also will have areas for (1) recipes using fresh, unprocessed foods, readily available from local agricultural sources, (2) gardening tips, (3) the review of books and literature, films, educational programs and seminars, which promote local, sustainable, organic agriculture, (4) articles on local growers and providers of food and related subjects, and (5) current "food news."



This site is also for people who have become aware of the dismal fact that nearly all animals eaten by Americans come from factory farms and who share the realization, so clearly articulated by Jonathan Safran Foer, in his powerful and personal story on becoming an "engaged vegetarian," *Eating Animals* (New York, Little Brown and Co., 2009), that the industrial agricultural model is not sustainable for three main reasons: (1) antibiotic overuse in raising 450 billion land animals each year, (2) the sewerage produced by farmed animals in the United States which is "30 times as much waste as the human population- roughly 87,000 pounds of shit *per second*," and (3) the

"profoundly cruel systems" which produce meat as a product. Industrial agriculture has "externalized the costs" for environmental degradation, human disease and animal suffering, which will haunt American generations to come, unless we begin to know where our food comes from and farm by proxy in a way that supports farming that cares for people, animals, land and water. We encourage visitors to send us your recommendations of farmers' markets, community supported agriculture (CSA) farms, and farm-to-table restaurants by visiting the [contact us](#) page.

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v.

Frank Barrie

Opposition No. 91195943

Opposer's Exhibit 8



Photo: Andrew D. B. Smith

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Photo: The Urban Farm Project

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Archive for May, 2011

A Band of 60 Davids Challenges Monsanto, the Goliath, in Federal Court

May 27th, 2011

According to a Federal lawsuit recently filed by the Public Patent Foundation [www.pubpat.org] in the Southern District of New York on behalf of the Northeast Organic Farming Association/Massachusetts Chapter, Inc. [www.nofamass.org] and 59 other plaintiffs, Monsanto Corporation has bullied farmers who have resisted its Round-Up Ready Technology [*Organic Seed Growers & Trade Association, et al. v. Monsanto*, 11 CIV 2163, Judge Naomi Buchwald]. According to Daniel Ben Ravicher (University of Virginia Law School, 2001), lead attorney in the case and the Public Patent Foundation's Executive Director and Lecturer of Law at Cardozo School of Law in New York City, "it seems quite perverse that a farmer contaminated by [transgenic seed] could be accused of patent infringement, but Monsanto has made such accusations before and is notorious for having sued hundreds of farmers for patent infringement, so we had to act to protect the interests of our clients."

Monsanto, with revenue of \$10.5 billion and operating income of \$1.6 billion in fiscal year 2010, is a Goliath in the "global proprietary seed market." It markets and sells transgenic seed (also known as genetically modified or genetically engineered seed), and according to the legal complaint, Monsanto sells Roundup Ready seed for corn, canola, soybean, sugar beet, alfalfa and cotton. In the United States, plaintiffs assert that "Monsanto's control of the seed market is so high that over 85-90% of all soybeans, corn, cotton, sugar beets and canola grown in the U.S. contains Monsanto's patented genes."

The plaintiffs are largely organic farmers and organic seed businesses who do not want to use or sell transgenic seed, as well as some non-organic farmers who wish to farm without transgenic seed. Plaintiffs fear that they could be *perversely* accused by Monsanto of patent infringement and bring their lawsuit to obtain a declaratory judgment "to protect themselves from ever being accused of infringing patents on transgenic seed." They cite a long history of Monsanto aggressively asserting its patents for transgenic seeds against hundreds of farmers, including farmers who became contaminated by Monsanto's transgenic seed *through no fault of their own*. This fear "causes some of the farming plaintiffs to forgo growing certain crops, including corn, cotton, canola, sugar beets, soybeans and alfalfa, since it is widely known that those crops are currently under severe threat of transgenic seed contamination."

The plaintiffs sketch out in detail the nature of Monsanto's transgenic seeds and forcefully assert that "Society stands on the precipice of forever being bound to transgenic agriculture and transgenic food." Transgenic seeds are genetically engineered through the introduction of foreign genes and regulatory sequences into the seeds' genome. Monsanto's most predominant transgenic trait is "glyphosate tolerance" which makes crops tolerant of Monsanto's glyphosate-based herbicide called Roundup. Roundup causes severe injury or destruction when applied to crops that are not glyphosate tolerant.

Plaintiffs claim that coexistence between transgenic seed and organic seed is impossible because transgenic seed contaminates and eventually overcomes organic seed. Organic canola has become virtually extinct as a result of transgenic seed contamination according to the complaint, and organic corn, soybean, cotton, sugar beet, and alfalfa face the same fate "as transgenic seed has been released by Monsanto for each of those crops."

In support of their pursuit of a declaratory judgment that "should they ever be contaminated by Monsanto's transgenic seed, they need not fear being sued for patent infringement," the plaintiffs assert that Monsanto's patents on transgenic seed are *invalid*. They argue that "only technology with a *beneficial societal use* may be patented" and vigorously assert several other arguments as a basis to invalidate Monsanto's transgenic seed patents. They make some very technical arguments rooted in patent law: (1) Monsanto violated the prohibition in the patent law against "double patenting" since later patents are not "patentably distinct from a patent it already owns" and (2) it failed to satisfy patent law requirements of "written description, enablement and best mode." The plaintiffs also contend that Monsanto should be *equitably estopped* from asserting patent rights due to its *misuse* of its patents, which includes trespass when its transgenic seed contaminates another. Plaintiffs make a negligence-type argument that Monsanto "sells, licenses and distributes its transgenic seed in a manner such that contamination of Plaintiffs is *reasonably foreseeable*." In their exhaustive complaint of 47 pages, the plaintiffs also argue that even if Monsanto's transgenic seed patents are deemed valid and held to be infringed and enforceable against them, Monsanto lacks entitlement to any remedy under law or equity "as no injury happens to Monsanto."

A major focus of the complaint is to establish the factual basis for the plaintiffs' assertion that Monsanto's transgenic seed patents lack a "beneficial societal use" which justifies their invalidation. Plaintiffs maintain that as Monsanto's transgenic seed becomes more widely used, then so too will glyphosate (Roundup) "which studies have shown is harmful to human health." Plaintiffs contend that "There are also serious questions about whether transgenic seed *itself* has an effect on human health" [emphasis added]. Plaintiffs also include allegations concerning the case of Liberty Link rice "as evidence of the harm farmers can suffer as a result of contamination of their crop with transgenic genes." Liberty Link rice was a rice variety genetically engineered to tolerate Liberty herbicide. It was field-tested on a small number of sites between 1999 and 2001 but had not been approved for human consumption. In 2006, extensive contamination of the commercial rice supply by Liberty Link transgenic genes was discovered which led to

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from the market of edible rice varieties. The worldwide total economic loss due to the contamination event was estimated at \$741 million to \$1.285 billion."

Moreover, plaintiffs allege that while transgenic seed poses many dangers for society, "its purported benefits have not been achieved." They claim that "Monsanto's propaganda surrounding transgenic seed expresses a promise that its use will increase the quantity of production that can be achieved with the same amount of land." Instead, "studies have shown that there is actually no meaningful improvement in yield from using transgenic seed." Plaintiffs reference a lawsuit filed by the Attorney General of West Virginia last fall "after his office determined that several published tests contradicted the yield results claimed by Monsanto in its advertising" (www.wvago.gov/press.cfm?ID=541&f=more). They also assert that Monsanto's "promise" that use of transgenic seeds "will result in less pesticide and herbicide use" has been disproven by studies, and that evidence shows that the increased use of glyphosate [Roundup] caused by Monsanto's transgenic seed "has in turn caused weeds to become resistant to the herbicide" citing an article on *tenacious new superweeds* in the New York Times: *Farmers Cope With Roundup-Resistant Weeds* by W. Neuman and A. Pollack (May 3, 2010) (www.nytimes.com/2010/05/04/business/energy-environment/04weed.html).

The complaint raises allegations concerning Monsanto's aggressive assertion of its patents for transgenic seeds noting that "500 farmers are investigated for patent infringement each year" and that "Between 1997 and April 2010, Monsanto filed 144 lawsuits against farmers in at least 27 different states for alleged infringement of its transgenic seed patents and/or breach of its license to those patents." Most serious is the allegation that "Monsanto has made accusations of patent infringement against those who never wished to possess its transgenic seed." The complaint cites the nationally broadcast CBS Evening News segment entitled, "Agricultural Giant Battles Small Farmers: Monsanto Goes to Great Lengths to Protect Its Patents on Genetically Modified Crops" (www.cbsnews.com/stories/2008/04/26/eveningnews/main4048288.shtml).

The complaint minimizes Monsanto's commitment to "not exercise our patent rights where trace amounts of our patented seeds or traits are present in a farmer's fields as a result of inadvertent means" on a page entitled "Monsanto's Commitment: Farmers and Patents" on its website (www.monsanto.com/newsviews/Pages/commitment-farmers-patents.aspx). Plaintiffs assert that this commitment by Monsanto fails to define what is meant by "trace amounts" or "inadvertent means." Plaintiffs fear that Monsanto will assert its transgenic seed patents against certified organic and non-transgenic seed farmers "who come to possess more than 'trace amounts' of Monsanto's transgenic seed, even if it is not their fault."

In an insightful article, entitled *Food Culture*, with the subtitle, *Genetically modified agriculture holds both the promise of drought and virus-resistant crops and the peril of unraveling the natural food chain*, in a recent issue of Audubon Magazine, March-April 2011 (www.audubonmagazine.org/features/1103/biotech.html), writer Alisa Opar notes that the "USDA to date has approved more than 70 applications for transgenic plants." Since the first transgenic crops were planted 15 years ago, according to Ms. Opar, their use has "skyrocketed." With reference to Monsanto's transgenic seed with the glyphosate-resistant trait, she notes that "Glyphosate-resistant weeds, like horseweed, are popping up," and she writes that "Monsanto's solution is to engineer a trait for resistance to an older herbicide called dicamba." Such step would put even more pesticides into the environment, and Penn State weed ecologist Dave Mortensen is quoted as estimating that "herbicide use on [soybeans] will increase by 70 percent in a few years." A scientist from the Center for Food Safety worries that "Dicamba is a lot nastier than glyphosate, because of volatilization and its toxicity." Ms. Opar also cites the testimony of Steve Smith, director of agriculture for Red Gold, America's largest private canned-tomato processor in testimony before Congress: "The widespread use of dicamba herbicide possesses the single most serious threat to the future of the specialty crop industry in the Midwest." With the filing of their lawsuit, the plaintiffs will compel a federal court to address one major argument against genetically modified food crops: the contamination of crops grown by organic and other non-GMO farmers. Still, as the Audubon Magazine article suggests, there are other serious perils on the horizon.

Among the sixty Davids, four plaintiffs stand out as parties who have already been damaged by the actions of the defendants, Monsanto Company and Monsanto Technology LLC. If their allegations can be proven, a defense by Monsanto rooted in a "lack of ripeness" of the complaint would seem without merit. Plaintiff North Outback Farm, an organic farm in Wales, North Dakota, owned and operated by Janet and Terry Jacobson, is a grain and livestock farm on which the Jacobsons grow alfalfa, wheat, oats and flax. Their farm is in an area ideally suited for growing canola, but they cannot grow canola because of the widespread use of transgenic canola seed in their area posing a contamination threat for any organic canola crop they may wish to grow. Similarly, Abundant Acres, a farm in Laclede County, Missouri primarily grows field crops for seed production. In the past, the farm has grown corn and soybeans "but stopped for fear of transgenic contamination, and possible resultant litigation." Plaintiff Bryce Stephens, a certified organic farmer in Jennings, Kansas, whose farm has been certified organic since 1994, previously grew organic corn and soybeans, but discontinued those crops due to the threat of transgenic seed contamination.

In addition to the above three plaintiffs, twenty-three other farms and farmers are named as plaintiffs and are located throughout the United States and Canada: (1) Alba Ranch, a diversified organic family farm/ranch in the Wolf River Valley in northeastern Kansas, (2) Wild Plum Farm, an organically certified farm in Dixon, Montana, (3) Gratitude Gardens, a certified organic seed grower in Concrete, Washington, (4) Richard Everett Farm, LLC, a USDA certified organic farm in Scottsbluff, Nebraska, (5) Philadelphia Community Farm, a community supported (CSA) farm for twenty-two years, near Osceola, Wisconsin, (6) Genesis Farm, a community-supported garden that grows a variety of Biodynamic cultivated vegetables, herbs and fruits, in Blairstown, New Jersey, (7) Chispas Farms LLC, an organic farm in Albuquerque, New Mexico, (8) Kirschenmann Family Farms Inc., a certified organic farm (which used to grow canola), in South Central, North Dakota, (9) Midheaven Farms, a Biodynamic farm in Park Rapids, Minnesota, (10) Koskan Farms, a certified organic farm in Wood, South Dakota, (11) California Cloverleaf Farms, an organic dairy farm in Merced County, California, (12) Taylor Farms, Inc, an organic seed farm in Remonton, Utah, (13) Jardin Del Alma, a certified organic seed producer in Monticello, New Mexico, (14) Ron Gargas Organic Farms, an organic farm in Volant, Pennsylvania, (15) T & D Willey Farms, a certified organic farm in Madera, California, (16) Quinella Ranch, a certified organic farm in Saskatchewan, Canada, (17) Nature's Way Farm Ltd, an organic farm in Alberta, Canada, (18) Levke and Peter Eggers Farm, a strongly anti-transgenic seed farm in Alberta, Canada, (19) Frey Vineyards, Ltd, which grows wheat and other crops in its certified Biodynamic and Organic vineyards, (20) Chuck Noble, a conventional farmer in South Dakota who "intends to keep his farm free of genetically engineered traits", (21) Larhea Pepper, an organic cotton farmer in O'Donnell, Texas, (22) Paul Romero, an organic farmer in Espanola, New Mexico, and (23) Donald Wright Patterson, Jr., who desires to farm organic alfalfa, possibly at "the family farmstead" in Frederick County, Virginia where his farming ancestors settled in 1730.

Twelve seed businesses are also named as plaintiffs: (1) Fedco Seeds Inc. located in Waterville and Clinton, Maine (www.fedcoseeds.com), (2) Adaptive Seeds, LLC, located in Sweet Home, Oregon (www.adaptiveseeds.com), (3) Sow True Seed based in Asheville, North Carolina (<http://sowtrueseed.com>), (4) Southern Exposure Seed Exchange located in Mineral, Virginia (www.southernexposure.com), (5) Mumm's Sprouting Seeds based in Canada that sells seed in the United States (www.sprouting.com), (6) Baker Creek Heirloom Seed Co., LLC, based in Mansfield, Missouri (<http://rareseeds.com>), (7) Comstock, Ferre & Co., LLC, based in Wethersfield, Connecticut (<http://comstockferre.com>), (8) Seedkeepers, LLC based in Santa Barbara, California (<http://ediblegardens.com>), (9) Siskiyou Seeds based in Williams, Oregon (www.siskiyouseeds.com), (10) Countryside Organics located in

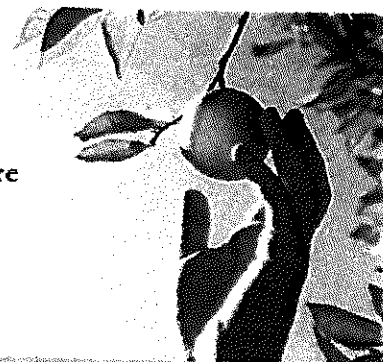
Corporation, which operates the And Crop Seed Cache, a seed collection established to rescue and reintroduce native, heirloom and forgotten crops, and (12) Interlake Forage Seeds Ltd., based in Canada that sells seed in the United States [www.interlakeforageseeds.com].

The third category of plaintiffs consists of twenty-two agriculture membership organizations or not-for-profit public interest organizations: (1) Organic Seed Growers and Trade Association [www.osgata.org], (2) Organic Crop Improvement Association International, Inc. [www.ocia.org], (3) OCIA Research and Education Inc. [www.ocia.org/RE], (4) The Cornucopia Institute [www.cornucopia.org], (5) Demeter Association, Inc., the American chapter of Demeter International, the world's only certifier of Biodynamic farms [www.demeter-usa.org], (6) Navdanya International [www.navdanya.org], (7) Maine Organic Farmers and Gardeners Association [www.mofga.org], (8) Northeast Organic Farming Association/Massachusetts Chapter, Inc. [www.nofamass.org], (9) Northeast Organic Farming Association of Vermont [<http://www.nofavt.org>], (10) Rural Vermont, a membership organization that envisions a Vermont local food system which is self-reliant and based on reverence for the earth [www.ruralvermont.org], (11) Ohio Ecological Food & Farm Association [www.oeffa.org], (12) Southeast Iowa Organic Association, the Iowa Chapter of OCIA International, (13) Northern Plains Sustainable Agriculture Society [www.npsas.org], (14) Mendocino Organic Network [www.mendocinorenegade.com], (15) Northeast Organic Dairy Producers Alliance [www.nodpa.com], (16) Canadian Organic Growers [www.cog.ca], (17) Family Farmer Seed Cooperative [<http://organicseedcoop.com>], (18) Sustainable Living Systems [www.sustainablelivingsystems.org], (19) Global Organic Alliance [www.goa-online.org], (20) Food Democracy Now! [www.fooddemocracynow.org], (21) Family Farm Defenders Inc. [<http://familyfarmers.org>], and (22) Farm-To-Consumer Legal Defense Fund [www.farmtoconsumer.org].

(FW Barrie 5/27/11)



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Food News

A Band of 60 Davids Challenges Monsanto, the Goliath, in Federal Court

According to a Federal lawsuit recently filed by the Public Patent Foundation [www.pubpat.org] in the Southern District of New York on behalf of the Northeast Organic Farming Association/Massachusetts Chapter, Inc. [www.nofamass.org] and 59 other plaintiffs, Monsanto Corporation has bullied farmers who have resisted its Round-Up Ready Technology [Organic Seed Growers & Trade Association, et al. ...]

Oatmeal Credited for McDonald's Sales Topping Forecast

McDonald's Corp has credited the addition of oatmeal to its menu, as well as its McCafe hot chocolate and Chicken McNuggets, for a 5.3 percent rise in sales in January 2011 at its locations opened more than a year [http://phx.corporate-ir.net/phoenix.zhtml?c=97876&p=irol-newsArticle&ID=1526194&highlight=]. As someone who has oatmeal for breakfast nearly every day of the year, the success [...]

Agriculture Experts At California State U (Chico) and University of California (Davis) Confirm: Grass-Fed Beef Superior

In The Omnivore's Dilemma (The Penguin Press, New York, New York, 2006), Michael Pollan describes in vivid prose the nightmare world of CAFOs (confined animal feeding operations) and the "polluted water and air, toxic wastes, novel and deadly pathogens" they have produced "in their short history." It is with some relief that Mr. Pollan also [...]

Organic Farmland in U.S. More Than Doubles In 8 Years

The 2011 Statistical Abstract of the United States recently released by the U.S. Census Bureau [www.census.gov/compendia/statab/] should brighten the day of organic food advocates. Organic farmland in the United States has increased from 1,776,000 acres in 2000 to 4,817,000 in 2008, an increase of 171.2%. Still, there is the sorry statistic also reported that Americans [...]

Eat Your Carrots: A Carrot A Day Keeps The Grim Reaper Away

A new study conducted by researchers from the Centers for Disease Control and Prevention [CDC] has determined that there is an association between high levels of the antioxidant alpha-carotene and longer life spans. The researchers analyzed alpha-carotene levels in blood samples from more than 15,000 adults. The New York Times reports that according to Dr. [...]

Record Attendance At Slow Food's Festival

This fall's food festival of the Slow Food movement (the eighth Salone del Gusto [Assembly Room of Taste]) held in Torino [Turin], Italy attracted record attendance estimated at over 200,000, including 30% from outside Italy, to five days of events. The Slow Food's 2010 biannual food festival showcased 910 quality, small-scale food producers from around [...]

Food Industry Marketing Challenged By Initial Report of the Institute of Medicine

Information on the fronts of food packaging would be most useful to shoppers if they highlighted four nutrients of greatest concern – calories, saturated fat, trans fat, and sodium – says a new report from the Institute of Medicine. These food components are routinely overconsumed and associated most strongly with diet-related health problems affecting many [...]

A Garden Grows At Upstate New York's Colgate University

The first seeds of an idea for a garden at Colgate were planted in February 2001, when Heather Schoen '02 did an Environmental Studies project that described the successes of student-run gardens at 12 other colleges and universities, and outlined a plan to start a student organization called "Green Thumbs," focused on promoting local, sustainable [...]

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Upstate New York's Rochester Farmers Market America's Favorite

American Farmland Trust has announced the winners of its 2010 'America's Favorite Farmers Market' contest. Over 50,000 people cast votes, with 1,200+ farmers markets enrolled in the contest. In the category of Large Markets, with 56+ vendors, Upstate New York's City of Rochester Public Market took 1st place, with nearly double the votes cast for [...]

A Perfect 10 For Food At Yale

It's positive news that an increasing number of applicants to America's colleges and universities consider the green credentials of the colleges they may attend [www.treehugger.com/files/2009/05/7-out-of-10-college-bound-students-prefer-green-universities.php]. In the Sierra Club's most recent annual ranking of planet preserving colleges and universities, the Ivies' Yale University ranked 14th overall in the ranking of 135 schools [www.sierraclub.org/sierra/200909/cool-schools/allrankings.aspx], but in [...]

USDA Bans Inspector of Chinese Organic Foods

The best of all worlds equates to local foods, grown organically. But when that is not a possibility, there is an ongoing debate whether local foods, not grown organically, are a superior source of food to organic food grown hundreds, if not thousands of miles away. Complicating this debate is the fact that it is [...]

Prestigious Environmental Prize Awarded to Michigan Family Farmer

The 2010 Goldman Environmental Prize, known as the Green Nobel Prize, has been awarded to Lynn Henning, a farmer from Clayton, Michigan, a small town in south-central Michigan. Ms Henning has led a campaign in her hometown to challenge the environmental degradation created by local concentrated animal-feeding operations (CAFOs). Lorrae Rominger, the deputy director of [...]

Reporting On Contaminated Hamburger Wins 2010 Pulitzer Prize

The 2010 Pulitzer Prize for explanatory reporting was awarded to Michael Moss and members of the New York Times staff, in the words of the Pulitzer Prize committee, for 'relentless reporting on contaminated hamburger and other food safety issues that, in print and online, spotlighted defects in federal regulation and led to improved practices.' In [...]

Setting standards for "organic" milking cows

The U.S. Department of Agriculture (Department) has amended the National Organic Program (NOP) regulations to clarify the use of pasture in raising organic ruminants including dairy cows. After receiving over 26,000 comments from producers, retailers, consumers, organic associations, animal welfare organizations and others, the Department's rule, which goes into effect on June 17, 2010, requires [...]



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Photo: Eric Loefer, N.C. Department of Agriculture

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A Destination Microbrewery in the Gateway to the West: Schlafly Bottleworks

January 29th, 2011

When people talk about St. Louis, beer usually comes up early in the discussion. Before Anheuser-Busch's rise to market dominance after the 1970s, St. Louis offered a home to dozens of breweries with its combination of ethnic immigration, access to resources, and a proliferation of caves perfect for storage. With such a long and storied tradition of brewing, it is perhaps fitting that beer became a way to revitalize the city. Tom Schlafly's vision of bringing flavorful, handcrafted beer back to St. Louis started with a microbrewery in 1991 and now encompasses 34 different types of brew served across the region and at Schlafly's two restaurants: the original Tap Room in St. Louis and the Bottleworks, which also serves as the main production center, just across the city line in the suburb of Maplewood.

Schlafly's commitment to producing high quality, fresh beer has made the brewery a staple of St. Louis. This commitment carries over into the larger environmental goals of the company. Various green processes are incorporated into the brewing such as heat recovery, composting and recycling of waste products, as well as a larger commitment to using renewable energy. At the Bottleworks, itself a recycled former grocery store, the green mission continues with a weekly farmers' market during the warmer months and a more limited indoor market during the winter. Taking the local food movement to heart, the Bottleworks's kitchen garden, though diminutive in size at 1/5 of an acre, offers an outlet for compost from the kitchen and recently returned over 3,200 pounds of produce for use in the restaurant that supplements locally and regionally sourced products. The brewery gift shop even offers several varieties of natural soap made with beer brewed twenty feet away.

After a long week, my colleague and I decided that a good meal and some excellent beer would be a nice way to start the weekend. A trip to the Bottleworks was definitely in order. The atmosphere is a bit industrial and plays to the theme of being a working brewery, which is visible through large windows and open for tours. The concrete floors, metal work, and generally open floor plan link the production facilities to the eatery while a screen allows visual access to the kitchen. Visually the theme works well, though it can get noisy with all the hard surfaces.

While the bar caters to the generally younger crowd, the restaurant is family friendly with a nice mix of young professionals, couples, coworkers, and families. With a bar area, restaurant, and outdoor patio, there is plenty of space to sit back and relax, but on a Friday night prepare to wait for a little while. We arrived at 6:30 and had about a 10-minute wait without reservations, but a quick trip to the bar got us started with a pint of the limited release Hop Harvest Ale (\$4.25). It was similar to an India Pale Ale (IPA), but less hoppy and with a mild, almost sweet flavor by comparison. It was thoroughly enjoyable to drink separately or with a meal. The hops provided just enough presence to balance out our main courses.

The menu offers extensive dining options from small pub fare through to substantial mains and is supplemented by specials of the day. Conveniently for diners, those dishes featuring Missouri-sourced ingredients are labeled with a picture of the state, while chalk boards in the dining room detail the purveyors currently supplying the restaurant. A popular appetizer is the spent grain bread made with left over grain from the brewing process. For the health conscious red meat lover, bison features prominently on the menu with options for nachos, burgers, and stew and several juicy burgers passed by our table.

We opted to start with the smoked Missouri trout with orange Cognac honey glaze & horseradish mayonnaise that came on a bed of greens and plenty of baguette toasts (\$11). It was almost a meal in itself with two large filets. A portion half the size would probably suffice for just two people. The flavors blended together nicely with the smokiness pervasive but not overpowering the delicate taste of the fish while the glaze provided just the right amount of sweetness balanced with the tanginess of the mayonnaise. The dish received high praise from my colleague, an avid trout fisher, for preserving the flavor of the fish itself.

Our mains consisted of hearty, comfort food. My dining companion chose the sausage and kraut, a selection of hickory, Polish and boudin sausages served with sauerkraut and red potatoes (\$14). This very traditionally St. Louis German fare seemed to be designed for a workingman's appetite and filled a large plate to the rim. The roasted potatoes were fairly standard and the sausages had excellent flavor, but the highlight was the rather delicate sauerkraut. The cabbage was incredibly tender without the stiff texture and overly vinegary taste of mass-produced kraut. I settled on the meatloaf made with a mixture of beef, bison, and andouille sausage topped with Oatmeal Stout-tomato sauce and served with smoked Gouda gratin and pan-fried corn (\$17). With a surprising zip and tanginess to it, the tomato sauce added a nice spice to cut through the meat. The addition of lean bison meant that the meatloaf had very little of the greasy heaviness more typical of the traditional dish while preserving the flavor of the meat. The gratin was nicely baked with a crisp herb crust and creamy inside that had my colleague reaching for a second taste. While fine as a side in itself, the corn was perhaps one starch too many as we were both looking for something a little lighter to balance the meal. With a drink, huge appetizer and stick to your ribs main course we were far too full for any of the tempting desserts.

With their excellent food, outstanding beer, and commitment to sustainable, local production, it is easy to see why Schlafly has become such a popular name in St. Louis. (Ethan Bennett 1/29/11) (Schlafly's Bottleworks, 1100 S. Brentwood Blvd., St. Louis, MO 63104)

Agriculture Experts At California State U (Chico) and University of California (Davis) Confirm: Grass-Fed Beef Superior

January 28th, 2011

In *The Omnivore's Dilemma* (The Penguin Press, New York, New York, 2006), Michael Pollan describes in vivid prose the nightmare world of CAFOs (confined animal feeding operations) and the "polluted water and air, toxic wastes, novel and deadly pathogens" they have produced "in their short history." It is with some relief that Mr. Pollan also focuses on the alternative "bovine dining scene" of cows at pasture feeding on grass: "harvesting their own feed instead of waiting for a dump truck to deliver a total mixed ration of corn that had been grown hundreds of miles away and then blended by animal nutritionists with urea, antibiotics, minerals, and the fat of other cattle in a feedlot laboratory."

There is little doubt that, in Mr. Pollan's words, "growing meat on grass makes superb ecological sense: it is a sustainable, solar-powered food chain that produces food by transforming sunlight into protein." Further, cows are ruminants (like sheep and bison) and "have evolved the special ability to convert grass-which single-stomached creatures like us can't digest-into high quality protein." Pollan calls "the rumen" the most highly evolved digestive organ in nature: "About the size of a medicine ball, the organ is essentially a forty-five-gallon fermentation tank in which a resident population of bacteria dines on grass." Mr. Pollan makes a convincing case that feeding corn to cows "violates the biological or evolutionary logic of bovine digestion."

Mr. Pollan also asserts in *The Omnivore's Dilemma* "that many of the health problems associated with eating beef are really problems with corn fed beef." This contention now finds support in a thorough review by agricultural experts of the scientific research spanning three decades, which focused upon the differences in nutritional quality between grass-fed and grain-fed cattle, conducted by Patrick Doyle, Amber Abbott, and Cynthia A. Daley (California State University, Chico) and Glenn A. Nader and Stephanie Larson (University of California Cooperative Extension Service, Davis). The experts' review of the scientific literature has confirmed that grass-fed beef is *by far* superior nutritionally to grain-fed beef (www.nutritionjournal.com/content/9/1/10).

Nutritionists agree that an imbalance of dietary cholesterol and fats are the primary cause of cardiovascular disease (CVD), and that the overall consumption of saturated fatty acids (SFAs), trans-fatty acids (TAs) and cholesterol should be reduced while the intake of n-3 polyunsaturated fats should be increased. The scientific review by the California-based agricultural experts concluded that grass-based diets for cows enhance (i) total conjugated linoleic acid (CLA); isomers, (ii) trans vaccenic acid (TVA) which is a precursor to CLA, and (iii) omega-3 fatty acid (FA). Grass-fed beef tends toward higher proportion of cholesterol neutral stearic fatty acid, and less cholesterol-raising saturated fatty acids (SFAs).

In addition, a healthy diet "should consist of roughly 1 to 4 times more omega 6 fatty acid than omega 3 fatty acid, and there are significant differences in this 'n-6: n-3 ratios' between grass fed and grain fed beef: 1.53 grass fed; 7.65 grain-fed. (The reviewers noted that the typical American diet has an extraordinary 11 to 30 times more omega 6 fatty acid than omega 3 fatty acid, which may explain the rising rate of inflammatory disorders). Cattle fed primarily grass significantly increased the omega-3 content of the meat and also produced a more favorable omega 6 to omega 3 ratio than grain fed beef.

Further, grass-fed beef have elevated carotenoid content (precursor for Vitamin A) and elevated precursors for Vitamin E, as well as powerful cancer fighting antioxidants such as glutathione (GT) and superoxide dismutase (SOD) as compared to grain-fed beef. Ruminants on high forage rations pass a portion of the ingested carotenoids from the grass into their milk and body fat. Pasture fed steers incorporate significantly higher amounts of beta-carotene into muscle tissue as compared to grain-fed animals: a 7-fold increase in B-carotene levels over grain-fed steers. Plus, grass-fed beef has an overall lower fat content to grain-fed beef.

The review also lends support to the contention that animals should arguably be "finished" on 100% grass or pasture-based diets to maximize the favorable lipid profile and to guarantee the elevated antioxidant content because "shifting diets to cereal grains will cause a significant change in the fatty acid profile and antioxidant content within 30 days of transition." In sum, the "pastoral approach to beef production," according to the experts' review of the scientific literature, results in an enhanced nutrient claim for grass-fed beef products, which is *better* for human health.

In *Cultivating Science, Harvesting Power: Science and Industrial Agriculture in California* (The MIT Press, Cambridge, Massachusetts, 2008), Christopher Henke, an Assistant Professor of Sociology at Colgate University, focused on the role of agricultural scientists, employed by Cooperative Extension of University of California (UC), in assisting growers in the development of industrial scale agriculture in California's Salinas Valley. Growers invested a great deal of effort in "intervention" with Mother Nature in order to transform the valley into a "unique" place, and Prof. Henke detailed the role of agricultural scientists in this extraordinary transformation of an American landscape. For local food advocates, it is a hopeful sign to see that UC cooperative extension agricultural scientists have utilized their expertise to participate in this thorough review of the scientific literature on the differences in nutritional quality between grass-fed and grain-fed cattle. The major conclusion that grass-fed beef is superior to grain-fed beef lends significant support to Michael Pollan's brilliant critique of industrial agriculture in *The Omnivore's Dilemma* [FWB 1/28/11].

Hudson Valley's Local 111 in Philmont (Columbia County, NY)

January 25th, 2011

The weekend weather in January was frigid, with light snow, in my hometown of Albany, NY, but not so severe to alter our decision to enjoy another meal at Local 111, a superb farm to table restaurant in Philmont (Columbia County, NY). A special winter dinner to benefit local farms and agriculture through the work of the Columbia Land Conservancy caught my eye on the restaurant's website: A six course meal with local meats from Cool Whisper Farm and "all manner of preserved and pickled things put up from the summer by Chef Josephine Prout."

The special dinner menu listed a creative assortment of dishes: roasted chicken ravioli with celeriac, pecans and brown butter; ham hock broth with pork dumplings, slow cooked pork spare rib and carrot slaw; biscuits with smoked bacon gravy; Highland beef sausage with pork and white bean stew, corn meal cake, toasted bread crumbs and parsley; pickled green tomato and beans; seared Highland Beef sirloin with braised beef hash, beet puree and candied parsnips; and a dessert of preserved apricot tart with sweet cream, "July" berries and toaster almonds. Each course was complemented by a particular beer from the small and local Chatham Brewing, which brews its

Columbia County. The natural water features of rivers, the best is just hope, sorry. More food and drink magic than called Chatham water" www.chathambrewing.com The range of beers to be served with each course was enticing, including the brewery's Porter, a dark beer with hints of coffee and chocolate, O.C. Blonde, with its traces of orange and coriander, and Scotch Ale, a brown ale "with so much malt, it will remind you of Scotland." But alas, my dining companion is not a beer drinker, and we decided to delay our visit to Local 111 for a day.

But the delay had its benefits, since it gave us time to figure out how to combine a visit to the wonderful art gallery of the Tivoli Artists Co-op www.tivoliartistsco-op.com in the quaint village of Tivoli near Bard College in northern Dutchess County, NY and dinner at Local 111. Our local Albany newspaper had printed an image of one of Marie Cole's landscape paintings of views of the Hudson River from Olana, the 19th century Persian palace built by Frederick Church on a hill just south of the small city of Hudson in Columbia County, NY. Sharing the surname of Thomas Cole, the father of the Hudson River school of painting, and the apparent artistic talent from the image printed in the newspaper, our curiosity was piqued and we decided to enjoy the art exhibit in Tivoli before driving over to Philmont for dinner at Local 111. The exhibit was well worth the extra miles. There is a very magical spot in the gallery where the visitor can gaze upon not just one, but four wonderful painted views of the Hudson River from Olana. Marie Cole's work is worth a close look by anyone interested in fine landscape painting. The artist Barbara Walter's paintings of cows at pasture, which were also on view at the Tivoli Artists Co-op gallery, also deserve special mention.

Stimulated by the wonderful art at the Tivoli gallery, we arrived at Local 111 just before 6:00PM on a wintry Saturday night, to discover that the small 39-seat restaurant was booked up with reservations for the evening. Fortunately, room was made for us, with the understanding that the table was reserved for diners arriving in 90 minutes. Although we managed to be seated, be sure to phone ahead and make a reservation to be assured of seating especially on a Saturday at Local 111.

The restaurant is located in the former Schermerhorn's Garage on Philmont's Main Street. One of the owners, architect Linda Gatter, designed a reuse of the existing service station, and the original bay structure of the building has been preserved with views out to Main Street. When we dined previously there this past summer, the bay doors were rolled up to enjoy the warm night air. In late and wintry January, the doors were rolled down tightly-shut, but through the glass, the restaurant's twinkling white lights shown magically against the snow. Although there is a long bar on the edge of the dining room, we were never bothered by noise, and seating at the bar was a welcome relief to diners who arrived after us, also without reservations, who were able to dine at the bar. A wonderful and huge landscape painting of a hazy twilight over the Taconic Hills near Copake in Columbia County by artist Gabrielle Senza of Great Barrington in nearby western Massachusetts <http://gabriellesenza.com/art/painting-the-promise-of-light> fills the western wall of the dining area and was a perfect sight for diners who just came from an exhibit of landscape paintings earlier in the day.

Pleased to see the option of several local wines from New York State, I enjoyed a glass of a flavorful Salmon Run pino noir from the Finger Lakes winery in Hammondsport (Steuben County, NY) known as Dr. Konstantin Frank's Vinifera Wine Cellars (www.drfrankwines.com/), and my dining companion savored a glass of a dry California chardonnay. We then took a little time to study the one page menu, which at the bottom notes that "The food at Local 111 is as local as we can get. We cook good simple food that is, whenever possible, raised or made nearby." The menu lists more than 20 local providers, including more than a dozen farms and several dairies.

We each started our meals with a first course of mixed local greens, which were perfectly dressed in a delicious vinaigrette, and marveled how local farms have been able to extend the growing season in upstate New York by the use of greenhouses. The dinner menu offered a choice of five main courses, halibut (today's fish) with white bean puree, lemon, seasonal greens, fried bread and slow cooked garlic; roasted chicken breast with squash and potato hash, celeriac, smoked bacon & thyme jus; grilled grass fed sirloin with warm beet and spinach salad, parsnip fritters and béarnaise; braised local lamb ragout with roasted root vegetables and carrot chips, and roasted fennel and squash with quinoa, white beans, seasonal green, pecorino and pepitas. In an earlier visit, my dining companion was exuberant in her enjoyment of a tender pork chop, and slightly disappointed that the current dinner menu didn't have the chop as an option. Still, she seemed equally delighted with her choice of the local lamb ragout, which was tender and delicious, with root vegetables, including potatoes and parsnips, and carrot chips all perfectly prepared and complementary to the rich ragout. I decided to forego ordering one of the main courses and instead enjoyed a perfectly prepared risotto with butternut squash, Hudson Red Cheese, parsley and toasted almonds, which was listed separately on the menu under pastas and grains, along with rigatoni Bolognese.

The dessert offerings included chocolate almond bread pudding with vanilla ice-cream, which was particularly enticing, but we decided to forego dessert. The other creative possibilities included a lemon curd tart or candied chestnut ice-cream.

Although the main courses range in price from \$20 for the vegetarian main course of roasted fennel and squash to \$30 for the grilled grass fed sirloin, Local 111's menu has options for diners who are budget conscious. The restaurant offers the options of 6 side dishes of seasonal greens, roasted root vegetables, quinoa, white beans, fries, and garlic bread. Three of these side dishes with grilled bread is priced at a reasonable \$11.00. On a future visit, this mostly vegetarian eater, who hasn't enjoyed a hamburger in months, plans to dine on a "grazin' angus hamburger" with caramelized onion, as listed under "sandwiches served with salad or fries" and which is priced at an attractive \$11.00, along with a Chatham Brewing beer. The menu also notes that on Sunday, the restaurant offers a three course prix fixe menu for \$25.00, and on Wednesdays, in addition to the regular menu, Local 111 offers a family style dinner: "family-sized platters and bowls served to each table for guests to help themselves with the chef's meat or poultry selection served with the day's vegetable and potatoes or grain at the enticing price of \$11.95 per person (offer good for 4 or more people, with children under 12 half-price)."

Local 111 has become a favorite destination restaurant of this reviewer, and praise to Chef Proul and her staff for their significant contribution to the local food movement. Bravo (FWB 1/25/11). Local 111, 111 Main St, Philmont (Columbia County, NY), 518.672.7801, Brunch: Sun 10:00AM-2:00PM, Dinner: Weds, Thurs, Sun 5:00PM-9:00PM, Fri-Sat 5:00PM-9:30PM <http://www.local111.com>

Organic Farmland in U.S. More Than Doubles In 8 Years

January 17th, 2011

The 2011 Statistical Abstract of the United States recently released by the U.S. Census Bureau (www.census.gov/compendia/statab/) should brighten the day of organic food advocates. Organic farmland in the United States has increased from 1,776,000 acres in 2000 to 4,817,000 in 2008, an increase of 171.2%. Still, there is the sorry statistic also reported that Americans ate fewer vegetables: 392.7 pounds per person in 2008, down more than 30 pounds since 2000. On the plus side, Americans also ate less red meat: 108.3 pounds per person in 2008, down 5.4 pounds since 2000. Artist Jennifer Daniel, has illustrated some of the intriguing results shown in the 2011 statistical abstract in a report in the New York Times: www.nytimes.com/interactive/2011/01/07/us/CENSUS.html?ref=us1

New York, 2010) noted that "Chemical farms are in production on about *930 million acres* in the United States and *3.8 billion acres* globally." In contrast, with 13,000 certified organic farmers in America, and a few thousand more who are organic but uncertified, Ms. Rodale observed that organic farming practices are in use on only *4 million acres* in the United States and *30.4 million acres* globally. Still, this recently reported increase to nearly 5 million acres of organic farmland in the United States is a welcome sign of progress.



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Technical Agriculture 101

Archive for April, 2011

Dirt, The Erosion of Civilizations by David R. Montgomery

April 28th, 2011

The sky may not be falling, but the earth's soil is eroding faster than it is being replaced and modern civilization's future is endangered. Our earth in David R. Montgomery's words "is an oasis in space rendered hospitable by a thin skin of soil that, once lost, rebuilds only over geologic time." Mr. Montgomery makes a persuasive case in *Dirt, The Erosion of Civilizations* (University of California Press, Berkeley and Los Angeles, California, 2007) that the twin problems of soil degradation and accelerated erosion (with an estimated twenty-four billion tons of soil lost annually around the world) eventually determine the fate of civilizations, and that humanity's well-being requires "prioritizing society's long-term interest in soil stewardship." Since 1945, moderate to extreme soil erosion has degraded 1.2 billion hectares of agricultural land- an area the size of China and India combined: "One estimate places the amount of agricultural land used and abandoned in the past fifty years as equal to the amount farmed today." Who can deny Mr. Montgomery's central point that when people run low on food, "the thin veneer of behavior that defines culture and even civilization itself is at risk?"

Mr. Montgomery is a geomorphologist, who studies how landscapes change through geologic time, and focuses on how the interplay among climate, vegetation, geology and topography influences soil composition and thickness. But although he does not call himself one, he is also a historian, who has provided an extraordinary and readable history of world agriculture and of American agriculture in particular. Mr. Montgomery has the ability to convey his scientific knowledge in a readable and understandable way, and *Dirt, The Erosion of Civilizations* deserves a wide readership. Like Michael Pollan in *The Omnivore's Dilemma* (The Penguin Press, New York, New York, 2006), Mr. Montgomery also concludes that industrial agricultural practices, which require cheap fertilizers and cheap oil to make them, cannot be sustained and there are disastrous consequences ahead. Like Mr. Pollan and Maria Rodale, in her passionate *Organic Manifesto*, Mr. Montgomery advocates for a system of food production that rejects the "persistent agricultural myth" that large mechanized farms are more efficient than small traditional farms that "treat soil as a locally adapted biological system rather than a chemical system." In Mr. Montgomery's convincing view, using biology and ecology, rather than chemistry and genetics, can be the basis for the "unglobalization of agriculture" which will become increasingly attractive and cost effective as the oil runs out later this century. Agriculture consumes 30% of our oil use, and David Montgomery predicts that petroleum-based industrial agriculture will end sometime later this century as oil and natural gas become too valuable to use for fertilizer production.

Mr. Montgomery bravely addresses the emotional and contentious issue that the world's population has reached an unsustainable level, and he details uncomfortable facts in a cool-headed and scientific way. In Mr. Montgomery's words, "Agriculture can be understood as a natural behavioral response to increasing population" from the earliest known semi-agricultural people, who lived on the slopes of the Zagros mountains between Iraq and Iran about thirteen thousand to eleven thousand years ago (about 11,000 to 9000 BC), to modern times. Merely hunting gazelles and gathering wild cereals and legumes could not sustain the growing human population of the ancient lands of the Middle East. In Mr. Montgomery's words, people were forced to adopt "the labor-intensive business of agriculture." But when the maximum food production achievable by agriculture is reached, and the population cannot be fed, there are dire behavioral responses and civilization collapses. In the year 20,000 BC, when the glaciers melted in the most recent glaciation, the earth's population has been estimated by scientists at 4 million humans. Scientists have further estimated that the earth's population grew 1 million over the next 5,000 years to reach 5 million in 15,000 BC. Fifteen thousand years later, by the time of Christ, the earth's population is estimated by scientists at 200 million, with the peak population in pre-Biblical Mesopotamia estimated at 20 million. Two thousand years later, in our time, the earth's population is 6.5 billion humans.

Mr. Montgomery notes that in the world's most intensively farmed regions, to feed one human requires .2 hectares per person. Presuming that it would be possible to increase the average global agricultural production to this level of .2 hectares per person, the earth could support 7.5 billion people. However, Montgomery warns that given the continued loss of productive cropland, it is estimated that by 2050, the amount of available farmable land will drop to less than 0.1 hectares per person. Norman Borlaug, the Nobel Prize winning "green revolution" pioneer, has opined that the earth could support 10 billion humans with the proviso that additional "major advances in agricultural technology" are required. However, these "optimistic" views, although exceeded by "the National Conference of Catholic Bishops apparent belief that the world could comfortably support forty billion people," must be compared to the views of "Stanford University biologists Paul and Anne Ehrlich who maintain that we have already passed the carrying capacity of the planet, which they put at about three billion people." Ted Turner's dyspeptic view "that four hundred million would be plenty" is a head-spinning fantasy.

In *Dirt, The Erosion of Civilizations*, David Montgomery has provided a stunning parade of examples of the collapse of various societies when the pressure of a growing population and an inadequate food supply collide. As early as 6000 BC, whole villages in what is now central Jordan were abandoned as a direct result of top soil erosion and degraded soil fertility caused by intensive agriculture and goat grazing which undermined crop yields to feed an increasing population. Examples of Iceland and Haiti show that no region of the earth is untouched from the devastation resulting from loss of top soil and degraded soil fertility. Once Iceland's slopes were deforested, strong winds blowing off its central ice caps helped stripped the soil from half the area, and the remaining soil was so poor that it could not support any crops.

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Iceland "where the soil has been completely removed is now a barren desert where nothing grows and no one lives." In Haiti, which means "green island" in Arawak, the native language, "cultivation on steep slopes converted about a third of the country to bare rocky slopes incapable of supporting agriculture."

Montgomery's detailed descriptions of the collapse of more ancient civilizations are fascinating. Maya civilization in the Yucatan and Central America (Mesoamerica) grew from a population of less than 200,000 in 600 BC to more than a million by 300 AD, and at its peak in 800 AD, the population reached "at least three million and perhaps as many as six million." Montgomery describes the way Maya agriculture exhausted its soil: The tropical soils of the Yucatan peninsula and Central America are thin and easily eroded, and under sustained cultivation, the initial high productivity after clearing and burning the cleared forest (which had fertilized the soil and guaranteed good crops for a few years), rapidly declined. The lack of domesticated animals in Maya agriculture meant no manure for replenishing the depleted soils and compounded the problem. Maya civilization collapsed about 900 AD when food production no longer could sustain the population, with some Maya cities abandoned with buildings half finished. Archeologist Richard Hansen, quoted in "Lost City of the Maya" by Chip Brown (with wonderful accompanying photographs by the National Geographic photographer, Christian Ziegler), *Smithsonian Magazine*, May 2011 [www.smithsonianmag.com/history-archaeology/El-Mirador-the-Lost-City-of-the-Maya.html], echoes Mr. Montgomery's analysis. Mr. Hansen, an American archaeologist, who is leading efforts to solve the mystery of the lost Maya city of El Mirador, a 2,500-year old metropolis that is "more impressive and even older than the better-known Tikal" believes that what "caused the wholesale collapse of the society sometime between A.D. 100 and 200" was the runoff of clay into the marshes (with their nutrient-rich mud) after the massive deforestation of the surrounding area- deforestation caused by a demand for firewood the Maya needed to make lime plaster (which they used to plaster "everything, from major temples like La Danta to their plazas and house floors, which over time got thicker and thicker, an extravagance Hansen attributed to the temptations of 'conspicuous consumption'").

Montgomery's account of the unraveling of the Roman Empire from the stress of feeding a growing population from deteriorating lands is extraordinary in its historical details. Tertullian, the first Christian to write in Latin, wrote in 200 AD: "We overcrowd the world. The elements can hardly support us. Our wants increase and our demands are keener, while Nature cannot bear us." To some degree, the need to secure food launched Roman colonialism: Rome conquered the North African coast between Carthage (Libya) and Egypt for its ability to produce grain with "two hundred thousand tons of grain a year shipped from Egypt and North Africa to feed the million people in Rome." Similarly, in Montgomery's view, European colonialism was rooted in its perennial hunger problem, which it solved "by importing food and exporting people," with 50,000,000 leaving Europe from 1820 to 1930.

Still, David Montgomery has not entitled his remarkable book, *Famine, The Erosion of Civilization* for a reason. Although he has sketched a dire future of an inadequate food supply for a growing world population if current trends continue (and also discusses in detail famines in China in 1920-21 when 500,000 died from hunger and 20,000,000 were reduced to eating anything that grew as well as the 1845 Irish famine), his ultimate focus is on "good old dirt." Mr. Montgomery becomes almost rhapsodic in his view of dirt "as a valuable inheritance" which is a "strategic resource" as important as oil. (With the United States Department of Agriculture [USDA] estimating that it takes 500 years to produce an inch of topsoil, Mr. Montgomery's view of soil as a strategic resource is entirely justified.) Dig into rich, fresh earth, and Mr. Montgomery notes you can feel the life in it, a whole world of life eating life, a biological orgy recycling the dead back into new life, an enticing and wholesome aroma- the smell of life itself. He observes that his own focus on dirt was shared by Charles Darwin whose last book explored how the "the ground beneath our feet cycles through the bodies of worms," which transform dirt and rotting leaves into soil. Darwin was fascinated by his discovery of Roman tiles buried two and one-half feet in the English countryside, and he collected and weighed earthworm castings ultimately concluding that new topsoil built up a few inches every century thanks to the efforts of countless worms. Darwin's research revealed that "400 pounds of worms lived in an acre of good English soil." Like Darwin, Mr. Montgomery's deep appreciation of worms and soil leads naturally to his thorough analysis of agricultural practices which help to remedy the loss of billions of tons of soil annually and undergirds his ultimate focus on the earth's soil rather than human failure and famine. In a single, brilliant paragraph, Mr. Montgomery articulates the argument for non-industrial agriculture, an agroecology based on biology and ecology rather than chemistry and genetics. He notes that "tilling the soil can kill large soil-dwelling organisms, and reduce the number of earthworms. Pesticides can exterminate microbes and microfauna. Conventional short-rotation, single-crop farming can reduce the diversity, abundance, and activity of beneficial soil fauna, and indirectly encourage proliferation of soilborne viruses, pathogens, and crop-eating insects." David Montgomery makes a strong case that "generally, so-called alternative agricultural systems tend to better retain soil-dwelling organisms that enhance soil fertility." The growing adoption of alternative practices such as (i) terracing steep fields to reduce soil erosion, (ii) no-till methods which minimizes direct disturbance of the soil, (iii) leaving crop residue at the ground surface to serve as mulch helping to retain moisture and retard erosion (instead of plowing it under), and (iv) interplanting crops to provide more complete ground cover and retard erosion, all of which Mr. Montgomery emphasizes are not "new ideas", lends hope for the future of the Earth's soil.

As a footnote, Mr. Montgomery's analysis of the "salt problem" from increased irrigation, with a special focus on California's Central Valley's "salty ground unlike anything back East," deserves highlighting. Salty soil increased as irrigation spread across the golden state of California: "Every new irrigated field raised the local groundwater table a little more. Each summer, evaporation pumped more salt up into the soil." The salt in California's Central Valley was not "seawater salt" but salt in the soil which weathered out of rocks, dissolving in soil water, and then reprecipitating where the water evaporated. Christopher Henke in his *Cultivating Science, Harvesting Power* also addresses the problem of salty soil in his analysis of agriculture in California's Salinas Valley. In the case of the Salinas Valley, sea water is intruding into ground water along the Monterey Bay coast with the increased pumping of ground water for crop irrigation. Mr. Montgomery, in an earlier section of his book, describes how pre-Biblical Mesopotamia, with its estimated peak population of 20 million, collapsed from the lack of food to feed its people, which resulted from the build-up of salt in its agricultural land from the "sustained irrigation" which generated "enough salt to eventually poison crops."

Americans have a unique and fortunate place from which to lead the world into a future of sustainable food production. According to Mr. Montgomery, there are three great regions on our planet Earth "where thick blankets of easily farmed silt can sustain intensive farming even once the original soil disappears." The wide expanses of the world's loess belts in the American (U.S. and Canada) plains, Europe, and northern China are the Earth's breadbaskets, and we Americans are truly blessed to be living in one of the world's loess belts. Most of the rest of the planet has "thin soils over rock" which must be carefully nurtured by the practice of intensive organic agriculture which rebuilds the thin soils. A hopeful sign is that thin soils have been rebuilt: Mr. Montgomery uses the modern evolution of agriculture in Cuba as proof of this potential to produce sufficient food in places not blessed with the richness of America's soils. With the collapse of the Soviet Union, Cuba's fertilizer and pesticide imports fell by 80 percent and oil imports fell by 50 percent, and according to Montgomery, Cuban agriculture needed to double food production using half the inputs required by conventional agriculture. Industrialized state farms were privatized, creating a network of small farms, and through necessity, the new small private farms and thousands of tiny urban market gardens became organic. By 2004, Havana's formerly vacant lots produced nearly the city's entire vegetable supply. Agricultural self-sufficiency by labor-intensive agriculture was achievable by Cuba, a developing country not

David R. Montgomery's *Dirt, The Erosion of Civilizations* is a warning of a future that must be forestalled. He honors the memory of Albert Schweitzer by challenging the philosopher's bleak assessment, quoted by Rachel Carson in her dedication of *Silent Spring* that "Man has lost the capacity to foresee and forestall. He will end by destroying the earth." Like Rachel Carson, David Montgomery has not lost the capacity to foresee, which gives some hope that Schweitzer's apocalyptic conclusion may yet be forestalled. May the ethic of land stewardship thrive and protect Mother Earth's soil (FW Barrie, 4/28/11). (<http://www.ucpress.edu/book.php?isbn=9780520258068>)

Lively Lunchtime Dining at Café Mae Mae in Lower Manhattan's SoHo

April 18th, 2011

Café Mae Mae in "olde New York" on Vandam Street off Hudson Street, occupies the street level space of an old warehouse building on the western edge of New York City's popular SoHo district. Named in memory of the owner's daughter, Café Mae Mae with its commitment to local and seasonal foods, honors her memory by its integrity in caring about the source of the food it serves.

The Soho café is part of a group of cafés operated by the popular Manhattan caterer, Great Performances (www.greatperformances.com/), which owns Katchkie Farm (<http://katchkiefarm.com/>), a 60-acre organic farm in Kinderhook (Columbia County, NY). The other cafés operated by Great Performances provide local and seasonal food in a variety of museum and stylish settings, including the Wave Hill Café (an English country-style mansion in Riverdale, Bronx with beautiful public gardens overlooking the Hudson River) (www.wavehill.org/), Brooklyn Academy of Music (BAM) Café (www.bam.org/), El Café at El Museo del Barrio on Manhattan's Fifth Avenue overlooking the Central Park Conservatory (www.elmuseo.org/), Atrium Café at the Studio Museum in Harlem (www.studiomuseum.org/), the Catherine K. Café at mid-town Manhattan's International Center of Photography (ICP) (www.icp.org/), Sotheby's Terrace Café at the world renowned Manhattan auction house on Manhattan's Eastside, and Dizzy's Club Coca-Cola at Frederick P. Rose Hall (the home of jazz at Lincoln Center).

In early spring, the upstate New York farm's bounty used at the various cafés is limited, but with the use of greenhouses, the farm's website indicates that in early April it is harvesting spinach, salad mix, microgreens (micro kale, arugula, red choy, red komatsuna, and mizuna) and still has in storage a variety of root vegetables: turnips, rutabagas and celeriac (celery root). Katchkie Farm's year-round operation is commendable and reflects the growing commitment of an increasing number of local growers in colder climates to provide a reliable source of healthy, sustainable food beyond the traditional growing season. Katchkie Farm also deserves kudos for its Sylvia Center, an educational non-profit located on the farm that introduces children to healthy, sustainable food through farm visits and cooking workshops (<http://katchkiefarm.com/the-sylvia-center/overview/>). The farm with the Salvation Army has hosted children from New York City shelters who participate in gardening and cooking workshops.

With the feel of a neighborhood café and wine bar, Café Mae Mae has limited hours of operation: lunch is served from 11:30AM-4:00PM on Mondays through Friday only, and dinner is served only once a week on Wednesday from 5:00PM-10:00PM. Its Wednesday dinners are dedicated to "Slow food, old ways and lasting friendships" and includes live jazz from 7:00PM-9:00PM. Despite these limited hours of operation, Café Mae Mae is a unique spot in the hustle-bustle of the metropolis and worth seeking out for a unique weekday meal.

The café, with a life-size fiberglass llama painted with swirls of bright colors, standing guard on the sidewalk just outside the entryway, is also a festive environment for a delicious and healthy lunch with a focus on local food sources. The cozy dining area, with approximately 12 tables, also offers seating along a bar-like counter that runs along the back of the dining area. Brightly painted magenta walls set a warm tone for the lively café scene. A word of caution though is in order given the limited seating: when my dining companion and I arrived for lunch at noon on a Friday, the café quickly filled up. In contrast, the scene was different when I arrived for lunch on Thursday at 2:30PM, with a roomy window table, the best spot in the house, available for solo dining. My advice is to arrive for a late lunch to truly enjoy this unique café.

The lunch menu offers a grilled flatbread of the day (\$10.00), which during the week when I enjoyed two lunches at the café consisted of lightly grilled flatbread topped with Coach Farm (Pine Plains, Dutchess County, NY) (www.coachfarm.com/) goat cheese, tomato, eggplant and oregano. An irresistible choice. It was so delicious that on my second visit the following day, my dining companion and I shared this satisfying blending of rich, fresh flavors. My other selections for my late, solo Thursday lunch at the café was a wonderful plate of lightly grilled vegetables (\$5.00), consisting of a generous helping of baby carrots, and slices of eggplant, yellow squash, and zucchini squash, prepared to a perfect al-dente which accented their sweet flavors. With a plate of delicious deviled eggs (\$3.00) and slices of baguette, my solo lunch at Café Mae Mae confirmed the café as a wise choice for lunch the following day with a friend, who I had not seen in a number of years.

The café's menu is available on-line, and my friend's lunch choice of pasture-raised chicken pot pie (\$13.00) had been made a couple of weeks earlier. This comfort food did not disappoint, with its flaky crust, chunks of white meat chicken and root vegetables in a creamy sauce and was complemented perfectly by a traditional Caesar salad (\$6.00) with its romaine lettuce from Katchkie Farm and a creamy Caesar dressing. In addition to sharing another order of the grilled flatbread of the day, which was the same delicious blending of Coach Farm goat cheese, tomatoes, eggplant and oregano, I was pleased with my selection of stuffed peppers, with radish and fava bean salad and smoked paprika and a helping of creamy, whipped turnips (\$12.00). The lightly grilled green peppers were stuffed with a delicious mix of Cayuga Farm (www.cporganics.com/live/) grains, grown near Ithaca in upstate New York's Finger Lakes region. The chilled radish and fava bean salad was crisp and surprisingly sweet. Who knew fava beans were so sweet tasting? The café offers a variety of excellent wines by the glass, and I enjoyed with my lunch a glass of delicious Pino Noir (2009) from Millbrook Vineyards (Millerton, Dutchess County, NY) with its fruity flavor and fresh aromas (www.millbrookwine.com/). My friend returned the toast to our reunion with a Brooklyn Brewery pilsener (<http://www.brooklynbrewery.com/>).

Satisfied with our lunch dishes, we passed on dessert though the old-fashioned strawberry short cake, lemon meringue pie, and house-made nutter butter cookies were tempting. A cup of Kobrick House (www.kobricks.com/) coffee (a Manhattan based coffee importer and roaster established in 1920 and which offers a variety of organic and fair-traded coffees) was a perfect ending to the meal. The café also offers a wide selection of organic and fair-traded teas from Serendipitea (www.serendipitea.com/). I'll look forward to enjoying another one of the cafés operated by Great Performances, while visiting one of the hosting museum and cultural centers that have made the wise decision to use a caterer with integrity and heart for their food concessionaire (FW Barrie, 4/18/11). [Café Mae Mae by Great Performances Caterer, 68 Vandam Street, 212.292.5109. Lunch: Mon-Fri 11:30AM-4:00PM, Dinner: Weds 5:00PM-10:00PM. www.greatperformances.com/cafes/mae-mae-cafe/]

April 5th, 2011

Warren Mackenzie, an American potter [<http://warrenmackenziepottery.com/>], studied in Great Britain in the years after World War II with Bernard Howell Leach, the father of the British studio tradition of handmade pottery, at the Leach Pottery in St. Ives, Cornwall [<http://www.leachpottery.com/>]. Until 2006, Mr. Mackenzie maintained a small showroom for his pottery, which he operated on the honor system on his property in Stillwater, Minnesota. Pottery prices were indicated with stickers and customers deposited payment in a basket. Sold pieces of his pottery, reflecting a standard of "quiet simplicity and uncomplicated function," were appropriately wrapped in old newspapers and carried off in paper bags. This sales model was striking given Mr. Mackenzie's status as an internationally renowned potter. Warren Mackenzie always reasonably priced his wares, which often lacked his signature: his conscious reaction to the high prices often associated with collectible art pottery. Mr. Mackenzie, who taught at the University of Minnesota after studying with Bernard Howell Leach, remains to date a professor emeritus at the university, and his stoneware remains an inspiration for contemporary potters.

An exhibition currently on display until May 26, 2011 (Exhibit Hours: Mon-Fri 9:00AM-5:00PM) at the Tober Exhibition Room, located in the Conrad N. Hilton Library on the Hyde Park campus of The Culinary Institute of America [<http://www.ciachef.edu/>], honors Mr. Mackenzie and the work of 11 other American potters who pursue their craft in "truth to material and to process," the standard set by Bernard Howell Leach. Inspired by the Arts and Crafts Movement, Leach's *A Potter's Book* is described in the exhibition as "a seminal document" for potters. This small exhibition in Hyde Park, which fills a room located off the atrium entrance of the Hilton Library, is worthy of a visitor's time and attention, and a perfect complement to the pleasure of a meal at one of the five student-staffed restaurants on The Culinary Institute of America's (CIA's) Hyde Park campus in New York's Hudson Valley. I know it will prompt me in the future to take a closer look at the tableware used to serve food.

The pottery of Simon Pearce, who maintains a workshop in Windsor, Vermont [<http://www.simonpearce.com/category/about-us.do>], catches the eye with its simplicity and beauty. On display are five pieces of his tableware described as "clear crackle glaze on cone 10 stoneware." Pearce makes use of machinery in his more industrial workshop to enable a higher production volume. Nonetheless, his production process makes use of handmade mold prototypes and his inclusion in this exhibition makes sense.

Other potters in the exhibition clearly fall within the British studio tradition of handmade pottery. The two plates, bowl, and cup and saucer on display from Pottery and Tile of Tiverton, Rhode Island [<http://www.roseberrywinn.com/process.html>], the pottery workshop of Michael Roseberry and Bruce Winn, are described as "slip-cast porcelain with high fire glaze." The flowery design and beautiful jade-green glaze of this pottery make for functional works of art.

The exhibition also includes ceramic platters, which are not functional, but rather a canvas for artistic expression. Chris Gustin's [<http://www.gustinceramics.com/>] wood-fired stoneware platter, which is nearly two feet in diameter, is an abstract expressionistic work of art with its butterfly shapes of color. Walter Hall's [<http://www.hartfordartschool.org>] ceramic platter with its geometric patterns and irregular edge could be on display in a museum of modern art.

Although the nonfunctional, ceramic platters on display are worth viewing, it is the functional pottery which makes *American Pottery in the British Studio Tradition* an exhibition to visit: it prompts the visitor to consider the tableware used in the humdrum of daily life. There is deep appeal to potter Todd Piker's philosophical point that there is an authenticity to "good pots made by production potters currently unknown, sold and used by other long forgotten people." I know I'm inspired to upgrade my tableware to include some handcrafted pieces. Other potters whose handcrafted work is on display include: Michael Barsanti, Marc Leuthold, Bruce Ostwald, Richard Shaw, and Miranda Thomas (FWB 4/5/11).

Farm to Table Dining at the Culinary Institute of America's St. Andrew's Café

April 4th, 2011

Situated on 80 acres overlooking the Hudson River in Hyde Park (Dutchess County, NY), The Culinary Institute of America (CIA) has become arguably the world's premier culinary college enrolling more than 2,800 students from virtually every U.S. state and 30 countries in its degree programs. At its main campus in Hyde Park (the former Jesuit seminary St. Andrew-on-Hudson), the college operates five student-staffed restaurants. One of the five, the St. Andrew's Café (its name evoking the history of the college's campus) caught my attention with its commitment to local foods.

The café's menu describes its mission to embody "all that is good about the local, sustainable food movement," and notes that "As much as possible, we draw our produce and meats from local farmers and purveyors." Being a part of the CIA's educational experience by enjoying a farm to table meal, prepared and served by the college's students at its St. Andrew's Café, required some planning with reservations recommended by the college. With the intention of meeting up at the café with friends, who would be driving north from New York City, while I drove south from Albany, I made a reservation several weeks in advance for lunch on the first day of April. We also anticipated burning a few calories with a pleasant hike over the Hudson River Walkway [<http://www.walkway.org/>], a former train bridge that recently has been transformed into a pedestrian walkway over the river in Poughkeepsie, just south of the college's campus, after indulging in a leisurely meal at the café. Unfortunately, Mother Nature had a spring snowfall in store, or at least that was the forecast the day before our planned meal. My friends decided not to risk the drive north into a snowstorm. But when the day turned out to be rainy and not snowy, I decided to drive the 90 miles south from my home in Albany to Hyde Park. A memorable meal, prepared and served by CIA's culinary students, with an enthusiasm and pride that provided a lift to the spirits, as well as a deeply satisfying dining pleasure, made this drive in the rain a very wise decision.

Greeted by a friendly host, the reservation for three, which earlier in the day I had changed to solo dining, created no difficulty, and I was led to a comfortable table, with a professional and welcoming grace. The café described as "casual, family-friendly," nonetheless had an elegant air, with linen tablecloths, formal place settings, and attentive and friendly wait staff. When a reservation is made at one of the college's restaurants, a non-refundable deposit of \$10.00 per diner is required. With this knowledge that my lunch tab would be at least \$30.00, I decided to explore a number of dishes and to begin with a glass of red wine. The café's wine list offers a choice of seven different wines by the glass, all of which commendably were fine New York State wines, with a choice of either a Hudson Valley, Long Island, or Finger Lakes region wine. A glass of Whitecliff Winery's gamay noir (\$6.50), with its smooth and fruity flavor from Beaujolais grapes grown just west of the Hudson River in Gardiner (Ulster County), was light bodied and perfect for a lunchtime meal [<http://www.whitecliffwine.com/>].

With my glass of red wine in hand, the Meiller Farm Meatloaf (\$12.00), with roasted garlic whipped RSK Farm

...that the pork and beef for the meatloaf from Bulich Farm in Catskill (Greene County), potatoes from RSK Farm in Prattsville (Greene County), and mushrooms from Bulich Farm in Catskill (Greene County), which has been operating its mushroom farm since 1945, this was locally sourced comfort food reflecting the agricultural bounty of New York's Hudson River Valley. With a hearty meat dish for an entrée, I decided to start my meal with two salads, a local green salad (\$6.00) with Old Chatham Sheepherding Company's "Shaker Blue" sheep milk cheese [<http://www.blacksheepcheese.com/>] and crunchy croutons, lightly dressed with Brother Victor's Red Wine Vinaigrette made at the nearby Our Lady of the Resurrection Monastery in Lagrangeville (Dutchess County) based on a monastic recipe from the Middle Ages [<http://ourladyoftheresurrectionmonastery.webs.com/monasticvinegars.htm>], and an asparagus and roasted baby beet salad (\$8.00) with marinated RSK Farm new potatoes, Toma Celena cheese, a nutty and rich Italian table cheese which is a creation of the Cooperstown Cheese Company and "named after the first person to sample it, love it, and buy the first wheel" [<http://www.cooperstowncheesecompany.com/>], and a hearty helping of local greens, all lightly dressed with a mustard-shallot vinaigrette. This remarkable salad was perfection, with a memorable blending of flavors and textures. Nonetheless, it seemed unlikely, given the severe winter we've experienced in upstate New York this year, that the asparagus was local. The waiter said he would check on the source of the asparagus, and to my surprise, Dwayne LiPuma, the St. Andrew's Café Chef Instructor and an Assistant Professor at the college, appeared at my table in chef's toque and explained that the asparagus was grown in California but plans were going forward to establish an asparagus bed on the grounds of the college this spring. His commitment to sourcing the café's produce locally was palpable. Later, the attentive wait staff quietly commented to me that they have grown a deep appreciation for the "love" that Chef LiPuma brings to preparing food and to sharing his vast culinary knowledge with his students.

The meatloaf, served in the small iron skillet in which it was baked, was moist and flavorful with a perfect blending of pork, beef and herbs. The mushroom herb gravy and crispy onion rings were perfect accompaniments to the hearty meat dish. A basket of sour dough bread, with a crunchy crust and soft interior, was handy for soaking up the delicious gravy. Although fully satisfied by the two salads and the generous serving of meatloaf, the café's dessert menu was irresistible. It offered a range of options with ingredients which are locally sourced from Hudson Valley farms located in Dutchess and Columbia counties, including warm Glorie Farm [www.gloriewine.com/ourfruitfarm.html] apple tart with honey thyme anglaise, Ronnybrook [www.Ronnybrook.com] butter pound cake with strawberry-rhubarb ice cream and strawberry compote, Coach Farm [www.CoachFarm.com] goat cheese cheesecake with local fruit and Hummingbird Ranch honey from nearby Staatsburg (Dutchess County) [<http://www.hummingbirdranch.biz/Honey.html>], and my hard-to-make choice of two ice creams made from Hudson Valley Fresh [www.hudsonvalleyfresh.com] cream and raspberry sorbet (\$5.00). Hudson Valley Fresh is a not-for-profit dairy cooperative committed to sustainable agriculture with living wages for its farmers and their families (a group of 9 dairy farms located in Dutchess and Columbia counties which are within 20 miles of each other) and which processes all of its milk at Boice Brothers Dairy in Kingston (Ulster County). This dessert of creamy, flavorful malted chocolate and vanilla bean ice creams and complimentary raspberry sorbet, served with nutty flavored crunchy cookies, was a perfect ending to a pleasurable meal.

If only the cold rain had stopped in order for me to burn off some calories with a hike over the Hudson River Walkway, my day trip to Hyde Park and the Culinary Institute of America's St. Andrew's Café would have felt less indulgent. Next time I visit, I promise to hike twice as long on the Hudson River Walkway (FWB 4/4/11).

The tab included a 14% service charge with the following explanatory note: "A key component of the education process at the CIA is learning how to deliver outstanding service. Students at The Culinary Institute of America are not permitted to accept tips, in accordance with IRS regulations and the CIA Student Code of Conduct. We thank you for honoring the 'no tipping' policy, and for giving our students the opportunity to serve you." [St. Andrew's Café @ The Culinary Institute of America, Route 9 (1946 Campus Drive), 845.471.6608, Lunch: Mon-Fri (when classes in session) 11:30AM-1:00PM, Dinner: Mon-Fri (when classes in session) 6:00PM-8:30PM, www.ciachef.edu/restaurants/standrews/]

Chat (6)

Search

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Know Where Your Food Comes From

Website

Wall

Know Where Your Food Come... · Top Posts

RECENT ACTIVITY

Know Where Your Food Comes From joined Facebook.

Know Where Your Food Comes From edited their Website, Company Overview and Mission.

Know Where Your Food Comes From edited their Website, Company Overview and Mission.

There are no more posts to show.

Wall

Info

Photos

Discussions

About

Knowwhereyourfoodcomesfrom.com provides directories to promote local agricu...
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Get a Sony® VAIO 15.5" Notebook at 50% off when you use Membership Rewards® points from American Express. Click "LIKE" today!

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Work Dresses
idevil.com

Now: \$59 (Was \$148!)
New officewear sales just started...

Grandview Parks & Recreation

Visit our Page and 'Like' us today!

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Like

Website

<http://www.knowwhereyourfoodcomesfrom.com>

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AT&T
NEED
TRUE
NEED MORE BLOOD
TRIVIA *© 1989 AT&T*



Screen
with
Nick
only

Work Dresses
ideeli.com

Now: \$59 (Was \$148!)
New offiewear sales
just started...

Estimate

#FB9209

2009

[Handwritten signature]

Know where your food comes from

Logo

- research
- 3-4 logo design options
- final file preparation

12 - 16 hrs. x \$25 per hr.

\$300 - \$400

Website splash page

- layout, revisions and programming

6 - 8 hrs. x \$25 per hr.

\$150 - \$200

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

Integrated Management Information, Inc.

v.

Frank Barrie

Opposition No. 91195943

Opposer's Exhibit 12

49
51

Invoice

#FB1082010

1/8/2010

▼
Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Logo

- research
- 3-4 logo design options
- final file preparation

13.75 hrs. x \$25 per hr. (reduced rate)

\$343.75

Total

\$343.75

Please make payable to:

pd
1/13/10

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

50
CR

Invoice

#FB612010

4/24/10
3/10

▼
Knowwhereyourfoodcomesfrom
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Initial design, hosting research, meetings, etc.
Work completed at of March 1st.

9.25 hrs. x \$25 per hr. (reduced rate)

\$231.25

Total

\$231.25

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

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51
FB

Invoice

#FB412010



Knowwhereyourfoodcomesfrom
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Completion of design, updates and launching live, etc.
Work completed as of April 1st.

12.5 hrs. x \$25 per hr. (reduced rate) \$312.50

Stock photo, 3 x \$25.00 \$75.00

Total

\$387.50

pd.

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

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52
FB

Invoice

#FB512010

▼
Know where your food comes from

Attention: Frank Barrie

117 S Pine Ave.

Albany, NY 12208

Website and Business Cards

Updates to website and printing coordination of business cards
Work completed as of May 1st.

4 hrs. x \$25 per hr. (reduced rate)

\$100.00

Total

\$100.00

Please make payable to:

Brownstone Graphics

303 Hudson Ave.

Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

53
FB

Invoice

#FB622010

Hi Frank,
I wasn't sure
if you received
this invoice I
sent in June.
You are usually
so speedy in
payment I'm
thinking you didn't
get it.
Thanks K.

Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress training
Work completed as of June 1st.

6.25 hrs. x \$25 per hr. (reduced rate) \$156.25

Total \$156.25

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

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54
FB

Invoice

#FB762010



Knowwhereyourfoodcomesfrom
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress revisions.
Google Analytics setup
Work completed as of July 1st.

5.5 hrs. x \$25 per hr. (reduced rate)

\$137.50

Total

\$137.50

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

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55 FB

Invoice

#FB8112010

8/1

▼
Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress revisions.
Google Analytics troubleshooting
Work completed as of August 1st.

12.25 hrs. x \$25 per hr. (reduced rate)

\$307.25

Total

\$307.25

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

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56
FB

Invoice

9/10
#FB992010

▼
Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress revisions.
Work completed as of Sept 1st.

6 hrs. x \$25 per hr. (reduced rate)

\$150.00

Total

\$150.00

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

57
FR

Invoice

#FB1132010



Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress revisions.
Work completed as of November 1st.

9.75 hrs. x \$25 per hr. (reduced rate)

\$243.75

Total

\$243.75

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

58
FB

Invoice

#FB12102010



Knowwhereyourfoodcomesfrom
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

Updates to website and wordpress revisions.
Work completed as of December 1st.

2.5 hrs. x \$25 per hr. (reduced rate)

\$62.50

Total

\$62.50

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

59
FB

Invoice

#FB2112011



Know where your food comes from
Attention: Frank Barrie
117 S Pine Ave.
Albany, NY 12208

Website

research and solutions for slow website
Work completed as of Feb. 1st.

17.5 hrs. x \$25 per hr. (reduced rate)

\$437.50

Total

\$437.50

Please make payable to:

Brownstone Graphics
303 Hudson Ave.
Albany, NY 12210

Thank you!

BROWNSTONE GRAPHICS

303 HUDSON AVE. / ALBANY, NY 12210 / 518-434-8707

60
FB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

INTEGRATED MANAGEMENT INFORMATION, INC.
OPPOSER

v.

Opposition No. 91195943
Serial No. 77/883,973

FRANK BARRIE

APPLICANT

APPLICANT'S ANSWERS TO OPPOSER'S INTERROGATORIES

Applicant, Frank Barrie, for his Answers to Opposer's interrogatories dated April 29, 2011, in accordance with Rule 33 of the Federal Rules of Civil Procedure, as incorporated into the Rules of Practice in Trademark Cases under the provisions of 37 C.F.R. Sec. 2.116 and Rule 2.120 of the Trademark Rules of Practice, as an attorney duly admitted to practice in the courts of the State of New York, does hereby affirm the truth of his answers to Opposer's Interrogatories, and avers as follows:

Interrogatory No. 1: Please identify and describe in detail the nature of the business associated with Applicant's Mark, including, but not limited to, the services and goods offered and intended to be offered by Applicant's business.

Answer: The Applicant's Mark is used on applicant's website, Knowwhereyourfoodcomesfrom.com, an informational website, which is operated by applicant in his capacity as an individual. There are no revenues to account for and applicant's purpose is not to generate profits though in the future, the applicant hopes to generate some revenue from limited advertising by local food growers and providers on the website. Applicant's website promotes local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or "organically" grown, so as to preserve and support small farm economies and to ensure a healthy environment for future generations. When certain foods cannot be grown locally, applicant's site will promote tropical foods that are grown in a sustainable way that "cares for people, land, and water" and are "fair-traded." Applicant's website provides *directories* of (1) farmers' markets, (2) local farm to table restaurants, (3) CSA (community supported agriculture) farms, (4) local providers of cheese, honey, pasture grazed meat, eggs and similar foods that can be produced by small farm economies, (5) food coops which promote and sell local foods, and (6) providers of fair-traded tropical

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v.
Frank Barrie

Opposition No. 91195943
Opposer's Exhibit 16

foods. This site also has areas for (1) recipes using fresh, unprocessed foods, readily available from local agricultural sources, (2) gardening tips, (3) the review of restaurants committed to using local foods, books and literature, films, art exhibits, (4) articles on local growers and providers of food and related subjects, and (5) current "food news." The Applicant is particularly proud of his book review of David Montgomery's *Dirt, the Erosion of Civilizations*, recently posted on his website, which required nearly two months of reading, studying, and writing.

Interrogatory No. 2: Identify all organizations and businesses that are affiliated or associated with Applicant as it relates to Applicant's mark.

Answer: There are none. Applicant operates his website, www.knowwhereyourfoodcomesfrom.com as an individual, and in many respects it is like a "national blog:" a blog, since it is very personal and opinionated and "national" since it has relevance nationwide (and in Canada) as well.

Interrogatory No. 3: Identify any trademarks or service marks for which Applicant has applied for registration in any jurisdiction.

Answer: None. The matter at hand is the only application for a trademark or service mark for which the Applicant has applied.

Interrogatory No. 4: Please identify all disputes involving any of Applicant's trademarks, service marks, trade names, domain names, or other intellectual property, including, without limitation all cease and desist letters, other letters, memoranda, facsimiles, and notes.

Answer: None.

Interrogatory No. 5: Please describe in any [sic] detail any and all manners in which you have utilized in commerce the words "Know Where Your Food Comes From."

Answer: Applicant uses these words on his website, www.knowwhereyourfoodcomesfrom.com, and in communications related to the operation of his website. Applicant does not sell any tangible personal property or information services and his website is accessible for free by any individual browsing the internet. Consequently a persuasive argument may be made that the words are not used in "commerce" *per se* by the applicant, though eventually the applicant hopes that he can generate some minimal advertising revenue to support the expenses of operating his website and this might be considered "commerce" in the future.

Interrogatory No. 6: Please state the date on which Applicant first used in commerce the words "KNOW WHERE YOUR FOOD COMES FROM" including, but not limited to use as part of Applicant's Mark.

Answer: Applicant first used the words on the internet, when www.knowwhereyourfoodcomesfrom.com was started up in early March 2010. One of the first items posted on the website was a recipe for homemade English Muffins which was posted on March 11, 2010 on the website. As noted above, the applicant does not sell any tangible personal property or charge for information services, and his website is accessible for free by any individual browsing the internet. Consequently a persuasive argument may be made that the words are not used in "commerce" *per se* by the applicant.

Interrogatory No. 7: From the dates identified in response to Interrogatory No. 6 to the present, state, by year and by state, the total amount of revenue received for services offered in connection with Applicant Mark.

Answer: No revenue has been generated.

Interrogatory No. 8: Set forth with specificity all facts concerning all channels of advertising Applicant has used to promote its goods and services in connection with Applicant's Mark.

Answer: The applicant has promoted his website www.knowwhereyourfoodcomesfrom.com by advertising in the monthly newsletter, called the Coop Scoop, of the Honest Weight Food Co-op in Albany, New York. He has also run a two-line classified advertisement in Harvard Magazine. Those advertisements have been the only advertising Applicant has used. In both cases, Applicant has promoted the website's directories of farm to table restaurants and restaurant reviews of meals at farm to table restaurants.

Interrogatory No. 9: From the dates identified in response to Interrogatory No. 6 to the present, state, by year and by state, the total amount of gross and net profit Applicant earned in the sale of Applicant's Services sold or offered in connection with Applicant's Mark:

Answer: No gross profit and no net profit have been generated since there is no revenue.

Interrogatory No. 10: From the dates identified in response to Interrogatory No. 6 to the present, state, by year and by marketing channel, the total amount of money Applicant spent to market Applicants Services sold or offered for sale in connection with Applicant's mark.

Answer: No services are *sold or offered for sale* in connection with Applicant's mark, therefore no money has been spent in such fashion. Applicant's costs to start up his website were approximately \$5,000- \$6,000 though the Applicant's sweat and tears cannot be valued easily in monetary terms. The biggest expense, of approximately \$2,600, was to Brownstone Graphics which designed the logo and website for the Applicant.

Interrogatory No. 11: Identify each and every service in connection with which Applicant's Mark is used.

Answer: Applicant's Mark is used to identify and brand his website, www.knowwhereyourfoodcomesfrom.com on which local agriculture is promoted as per the answer provided to Interrogatory No. 1.

Interrogatory No. 12: Identify all dates on which Applicant's advertisements for Applicant's Services sold or offered in connection with Applicant's Mark were broadcast, disseminated, or otherwise communicated to consumers.

Answer: The applicant has promoted his website with very limited advertising in only two places. Applicant is a long-term shareholder/member of the Honest Weight Food Co-op in Albany, New York. Starting in the fall of 2010, applicant has run a very small advertisement (2.5 inches by 3.25 inches) in the Coop Scoop, the monthly newsletter of the Albany food co-op at a cost of \$350.00 for insertion in 12 issues of the Coop Scoop. (The Coop Scoop is viewable on-line at the website of the Honest Weight Food Co-op, as a pdf file, www.hwfc.com.)

The applicant has a very close, long-term friend, who is the editor of the bi-monthly publication, Harvard Magazine. Over the past 15 years, the applicant has received a gift subscription to the magazine. Starting with the January 2011 issue of Harvard Magazine, the applicant has run a classified ad under the heading "Dining" in the Harvard Magazine, and the applicant as of May 2011 is also running the classified ad on Harvard Magazine's electronic edition of the magazine. The electronic classified advertisement has been activated as of May 2011 and may be viewed on-line at <http://harvardmagazine.com/>.

Interrogatory No. 13: For each of Services sold in connection with Applicant's Mark, describe in detail each class of consumer to whom Applicant sells its goods and services.

Answer: Not applicable to matter at hand. No services sold in connection with Applicant's Mark.

Interrogatory No. 14: For each class of consumers identified in response to Interrogatory No. 11, describe in detail the level of care exercised by each class of consumer in purchasing the goods and services sold in connection with Applicant's Mark.

Answer: Not applicable to matter at hand; no such consumers.

Interrogatory No. 15: Describe in detail any awareness or knowledge Applicant had of Opposer or Opposer's Marks at the time of filing Applicant's Application and at the time use [sic] Applicant's Mark began in the United States.

Answer: In the early spring of 2009, the Applicant was considering retirement from his position of Tax Law Judge for the State of New York and realized he desired an active retirement. He has been a gardener for over 30 years and a member of his local food co-op for many years and was very concerned about the sustainability of small family farms in America and the quality of our food supply. The idea occurred to the applicant to develop a website in this electronic age, and in April of 2009, he registered seven domain names including knowwhereyourfoodcomesfrom.com. The other six names, registered to protect the main name, were very similar: (1) knowwhereyourfoodcomesfrom.org, (2) knowwhereyourfoodcomesfrom.net, (3) knowwherefoodcomesfrom.com, (4) knowwherefoodcomesfrom.org, (5) knowwherefoodcomesfrom.net, and (6) knowaboutyourfood.com. These names all share the applicant's main objective that consumers should "know" about their food. Given the ethical and professional constraints of serving as a judge, the applicant did not take any further steps in developing his idea for a website until after his retirement from state service in the summer of 2009. At that time, he retained a graphic design firm, Brownstone Graphics of Albany, NY, to develop a logo for his website: www.knowwhereyourfoodcomesfrom.com. He realized the importance of having an attractive and distinctive "brand identity" for his website and this development of an appealing and meaningful logo was the first step to be accomplished. He decided upon the ultimate design, which is the subject of this matter, in the fall of 2009. On December 2, 2009, he filed his trademark application seeking to protect the logo designed by Brownstone Graphics on his behalf. It was not until his receipt of a letter dated January 8, 2010 from attorney Cheryl L. Burbach requesting that he withdraw his pending trademark application, that he had any awareness of Opposer or Opposer's Marks.

Interrogatory No. 16: Identify all documents and set forth with specificity all facts with respect to any instance of misdirected mail, e-mail, telephone calls, orders, or inquiries concerning any association between the parties or their services, and for each such instance, provide the date of such instance, the identity of the person or entity, and a detailed description of the circumstances of such occurrence.

Answer: None. No instances of any confusion.

Interrogatory No. 17: Please identify all persons employed by or otherwise associated with Applicant who are or have been primarily responsible for directing the manner in which Applicant's Mark is intended to be used or has been used in connection with services, programs, or productions, including advertising and promotion.

Answer: There are no such persons. The Applicant has no employees, and he controls the manner in which the Mark is used in any and all respects.

Interrogatory No. 18: Please identify all persons who have, or who will have, any duties connected with the distribution, sale, advertising, or promotion of services, programs, or productions offered, sold, intended to be sold, disseminated, demonstrated, conducted, broadcast, aired, or shown under Applicant's mark and state the duties performed by each person.

Answer: The Applicant has no employees and is solely responsible for the operation of his website.

Interrogatory No. 19: Please identify all persons employed by or otherwise associated with Applicant who are knowledgeable about the marketing, advertising, and promotion and the intended marketing, advertising and promotion of goods, services, programs, or productions offered under Applicant's mark.

Answer: The Applicant has no employees and is solely responsible for the operation of his website.

Interrogatory No. 20: Please identify and describe in detail all market research conducted by Applicant within the last five years that identifies, refers to, or reaches any conclusions with respect to the type of purchasers, consumer, or audience members of Applicant's goods, services, programs, or productions offered under Applicant's Mark.

Answer: No market research conducted.

Interrogatory No. 21: Describe in detail the process by which each [sic] of [sic] Applicant's Mark was chosen, including identification of any mark(s) considered by Applicant as alternative to Applicant's Mark.

Answer: In the spring of 2009, the Applicant early-on thought of using the earth as part of a logo for his intended website, knowwhereyourfoodcomesfrom.com. When he hired Brownstone Graphics to design the logo, he mentioned his idea of using the Earth in the logo. Brownstone Graphics came up with 12 options including the one at issue. Three other options were of similar design to the one chosen. The others were more blockish in design format and had imagery of eating utensils, tomatoes, an ear of corn, a stalk of wheat, and a question mark. The applicant showed the designs to family and friends to get opinions and decided upon the mark at issue. His son, Daniel, and his daughter-in-law, Lauren, whose opinions in particular he valued, loved the one he selected.

Interrogatory No. 22: Describe in detail any trademark investigation Applicant or Applicant's agents conducted concerning the adoption and registration of Applicant's Mark.

Answer: No trademark investigation was conducted.

Interrogatory No. 23: For each expert Applicant intends to call for any issue in this opposition, set forth the information enumerated in Fed. R. Civ. P. 26(a)(2).

Answer: Applicant does not intend to call on any experts.

Interrogatory No. 24 : Please identify the dates that Applicant first became aware of each of Opposer's Marks.

Answer: By her letter dated January 8, 2010, attorney Cheryl L. Burbach advised applicant that her "client presently owns a federal trademark registration for the trademark WHERE FOOD COMES FROM, Registration No. 3,694,440" and advised that "You can view my client's use of the mark at www.wherefoodcomesfrom.com." This was the Applicant's first awareness of Opposer's mark with imagery. It wasn't until the filing by attorney Burbach of her formal Notice of Opposition on August 5, 2010 that the Applicant became aware that Opposer had obtained a trademark for the four words, where food comes from, unassociated with any imagery at all (just the words alone).

Interrogatory No. 25: Please identify any other party (other than Applicant) who has ownership rights in, or permission to use Applicant's Mark.

Answer: No one.

Interrogatory No. 26: is your response to each request for admission served with these interrogatories an unqualified admission?

Answer: No.

Interrogatory No. 27: If any of your responses to any request for admission is not an unqualified admission, please:

- a) state the number of the request;
- b) state all facts upon which you base your response;
- c) state the names, addresses and telephone numbers of all persons who have knowledge of those facts; and
- d) identify all documents and other tangible things that support your response and state the name, address and telephone number of the person who has each document or thing.

Answer:

Applicant denies Request No. 1. He was not aware of the existence of Opposer at the time of selection of Applicant's Mark.

Applicant denies Request No. 3. He was not aware of Opposer's prior rights in Opposer's Marks at the time Applicant selected Applicant's Mark.

Applicant denies Request No. 4. He was not aware of Opposer's Marks prior to filing the trademark application at issue.

Applicant denies Request No. 5: In adopting his Mark, Applicant never intended to benefit from the good will associated in the marketplace with Opposer's WHERE FOOD COMES FROM Marks.

Applicant denies Request No. 8. There is absolutely zero likelihood of confusion between Applicant's Mark and Opposer's marks. Applicant's use of the words, know and your, the two critical words in his Mark are completely absent from Opposer's Marks.

Applicant denies Request No. 9. Opposer's Mark consisting of the words wherefoodcomesfrom is a very weak mark and that Opposer was granted a trademark for these four words was in error: it should have been required to disclaim exclusive use to these four words in the marketplace. Its other Mark, which includes some imagery, is not a particularly strong mark given its mundane and uncreative imagery.

Applicant denies Request No. 10. Applicant uses his mark not to market any goods and services, and access to his information website is free. His mark is used to brand and create an identity for his information website which in many ways is like a blog.

Applicant denies Request No. 11. Opposer's services are unrelated to the promotion of sustainable, local agriculture, which is the purpose of the Applicant's information website. The Applicant founded the website, knowwhereyourfoodcomesfrom.com, as the result of his growing awareness that sustainable, local agriculture must be encouraged and aided by better food choices. He believes that it is crucial to influence the food choices of consumers, by enabling the careful examination of where exactly their food is coming from, in the face of the relentless advertising and marketing, often misleading, of industrial agriculture businesses. Sustainable agriculture protects our natural resources and considers the cost to the land and the healthful lives of consumers by focusing on how food is produced and distributed. Local agriculture means the preservation of family farms and a way of life, with the added benefit of avoiding the environmental and economic costs of transporting food great distances, when nutritious food can be produced much closer to the consumer's home community. The purpose of the Applicant's website is to provide information on food that is produced by local agricultural sources and is grown in a way that sustains the earth's natural resources and considers the cost to the land, and where such food may be obtained. The marks of the Opposer, Integrated Management Information, Inc. were registered on October 6, 2009, less than two months before the Applicant's trademark application, for "food quality verification services, namely verifying the origin and handling practices of food production." The Opposer is an industrial agriculture business. At its website, www.imiglobal.com, Integrated Management Information, Inc. provides the following "business overview":

"Specializes in identification and traceability, process, production practice and supply verification, document control for USDA verification programs and third party auditing services. We apply information technology to the agriculture, livestock and food industry by addressing the growing importance of marketing claims such as source of origin information, genetic background, animal treatment, animal health history, animal age, animal movements, nutrition, carbon credit and other credence attributes. Our solutions provide assurance regarding those claims made that cannot be confirmed by visual inspection once the product reaches the meat case and is marketed to the consumer. We have developed a range of proprietary web based applications, consulting methodologies, auditing processes and other services to allow the livestock and food industry to record, manage, report and audit this information. Our solutions help our customers establish their own systems, meet government regulation, create their own premium brand identity, gain cost efficiencies and command a higher price." At its website, Integrated Management Information, Inc. has available its filings with the Securities and Exchange Commission. In its Form 10-K for the year ending December 31, 2008, the business of Integrated Management Information, Inc. is described:

"Of the 775,000 independent suppliers of cattle in the U.S., we estimate that only 40,000 use some form of verification program. We currently provide tracking information for approximately 5,000 of the most significant independent suppliers which supply greater than 50% of the beef and other livestock products available for export markets."

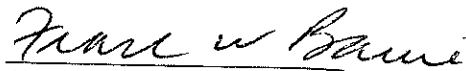
As an integral part of its business, Integrated Management Information, Inc. sells hardware products such as cattle and pig ear tags for identification purposes of individual animals which represents a substantial percentage of its revenue: 17% of its revenues for the year ending December 31, 2008. Smithfield, the largest U.S. pork packer and fifth largest beef packer, was noted to be the largest customer of Integrated Management Information, Inc.

To request an admission that Applicant's Mark is used with services that are related to Opposer's services is preposterous and contrary to reason and common sense.

Applicant denies Request No. 12. Applicant does not sell services but offers free access to an information website.

Date: May 27, 2011

Respectfully submitted,

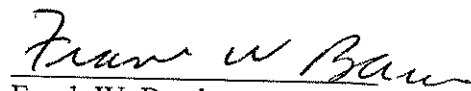


Frank W. Barrie, Esq.
117 South Pine Avenue
Albany, New York 12208
518.438.4717

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on the 27th day of May, 2011, the foregoing Applicant's Answers to Opposer's Interrogatories has been served on Opposer via First Class U.S. Mail to the following address:

Cheryl L. Burbach
Hovey Williams LLP
10801 Mastin Blvd., Suite 1000
84 Corporate Woods
Overland Park, Kansas 66210


Frank W. Barrie


```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">
<head profile="http://gmpg.org/xfn/11">
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<meta http-equiv="X-UA-Compatible" content="IE=EmulateIE7" />
<title>knowwhereyourfoodcomesfrom.com: Mission</title>
<meta name="description" content="Promoting local and sustainable agriculture
that cares for people, animals, land and water." />
<meta name="keywords" content="where, food, comes, from, local, sustainable,
agriculture" />
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content/themes/FrankBarrieWordpress/script.js"></script>
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content/themes/FrankBarrieWordpress/style.css" type="text/css" media="screen"
/>
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href="http://knowwhereyourfoodcomesfrom.com/wp-
content/themes/FrankBarrieWordpress/style.ie6.css" type="text/css"
media="screen" /><![endif]-->
<!--[if IE 7]><link rel="stylesheet"
href="http://knowwhereyourfoodcomesfrom.com/wp-
content/themes/FrankBarrieWordpress/style.ie7.css" type="text/css"
media="screen" /><![endif]-->
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title="knowwhereyourfoodcomesfrom.com RSS Feed"
href="http://knowwhereyourfoodcomesfrom.com/feed/" />
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title="knowwhereyourfoodcomesfrom.com Atom Feed"
href="http://knowwhereyourfoodcomesfrom.com/feed/atom/" />
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/>
<link rel='stylesheet' id='ppa-template-style-css'
href='http://knowwhereyourfoodcomesfrom.com/wp-content/plugins/post-page-
association-plugin/templates/title-excerpt-thumbnail.css?ver=3.0.5'
type='text/css' media='all' />
<link rel="EditURI" type="application/rsd+xml" title="RSD"
href="http://knowwhereyourfoodcomesfrom.com/xmlrpc.php?rsd" />
<link rel="wlwmanifest" type="application/wlwmanifest+xml"
href="http://knowwhereyourfoodcomesfrom.com/wp-includes/wlwmanifest.xml" />
<link rel='index' title='knowwhereyourfoodcomesfrom.com'
href='http://knowwhereyourfoodcomesfrom.com/' />
<link rel='prev' title='Food News'
href='http://knowwhereyourfoodcomesfrom.com/foodnews/' />
<link rel='next' title='Contact'
href='http://knowwhereyourfoodcomesfrom.com/contact-us/' />
<meta name="generator" content="WordPress 3.0.5" />

<!-- All in One SEO Pack 1.6.13.2 by Michael Torbert of Semper Fi Web Design[
1,-1] -->
<link rel="canonical" href="http://knowwhereyourfoodcomesfrom.com/" />
<!-- /all in one seo pack -->

<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-21488858-1']);

```



```

    _gaq.push(['_trackPageview']);

    (function() {
        var ga = document.createElement('script'); ga.type = 'text/javascript';
        ga.async = true;
        ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
        'http://www') + '.google-analytics.com/ga.js';
        var s = document.getElementsByTagName('script')[0];
        s.parentNode.insertBefore(ga, s);
    })();

</script>

</head>
<body>
<div id="art-main">
<div class="art-Sheet">
    <div class="art-Sheet-tl"></div>
    <div class="art-Sheet-tr"></div>
    <div class="art-Sheet-bl"></div>
    <div class="art-Sheet-br"></div>
    <div class="art-Sheet-tc"></div>
    <div class="art-Sheet-bc"></div>
    <div class="art-Sheet-cl"></div>
    <div class="art-Sheet-cr"></div>
    <div class="art-Sheet-cc"></div>
    <div class="art-Sheet-body">
<div class="art-Header">
    <div class="art-Header-png"></div>
    <div class="art-Header-jpeg"></div>

</div>
<div class="art-nav">
    <div class="l"></div>
    <div class="r"></div>
    <ul class="art-menu">
        <li class="page_item page-item-2704 current_page_item"><a
        class="active" href="http://knowwhereyourfoodcomesfrom.com"
        title="Mission"><span class="l"></span><span class="r"></span><span
        class="t">Mission</span></a></li>
<li class="page_item page-item-82"><a
        href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/"
        title="Farm to Table"><span class="l"></span><span class="r"></span><span
        class="t">Farm to Table</span></a>
<ul class='children'>
    <li class="page_item page-item-774"><a
        href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/dining/"
        title="Dining">Dining</a>
    <ul class='children'>
        <li class="page_item page-item-85"><a
        href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
        dining/dining/northeast/" title="Northeast">Northeast</a>
        <ul class='children'>
            <li class="page_item page-item-150"><a
            href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
            dining/dining/northeast/connecticut/"
            title="Connecticut">Connecticut</a></li>

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        <li class="page_item page-item-203"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/maine/" title="Maine">Maine</a></li>
        <li class="page_item page-item-1378"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/maryland/" title="Maryland">Maryland</a></li>
        <li class="page_item page-item-93"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/massachusetts/"
title="Massachusetts">Massachusetts</a></li>
        <li class="page_item page-item-1247"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/new-hampshire/" title="New Hampshire">New
Hampshire</a></li>
        <li class="page_item page-item-366"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/new-jersey/" title="New Jersey">New Jersey</a></li>
        <li class="page_item page-item-101"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/new-york/" title="New York">New York</a></li>
        <li class="page_item page-item-210"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/pennsylvania/"
title="Pennsylvania">Pennsylvania</a></li>
        <li class="page_item page-item-338"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/rhode-island/" title="Rhode Island">Rhode
Island</a></li>
        <li class="page_item page-item-129"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/vermont/" title="Vermont">Vermont</a></li>
        <li class="page_item page-item-190"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/washington-d-c/" title="Washington, D.C.">Washington,
D.C.</a></li>
        <li class="page_item page-item-2401"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/northeast/west-virginia/" title="West Virginia">West
Virginia</a></li>
    </ul>
</li>

    <li class="page_item page-item-288"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/" title="Southeast">Southeast</a>
    <ul class='children'>
        <li class="page_item page-item-2083"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/alabama/" title="Alabama">Alabama</a></li>
        <li class="page_item page-item-2588"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/arkansas/" title="Arkansas">Arkansas</a></li>
        <li class="page_item page-item-299"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/florida/" title="Florida">Florida</a></li>
        <li class="page_item page-item-295"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/georgia/" title="Georgia">Georgia</a></li>
    </ul>

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        <li class="page_item page-item-532"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/kentucky/" title="Kentucky">Kentucky</a></li>
        <li class="page_item page-item-422"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/louisiana/" title="Louisiana">Louisiana</a></li>
        <li class="page_item page-item-515"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/mississippi/"
title="Mississippi">Mississippi</a></li>
        <li class="page_item page-item-291"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/north-carolina/" title="North Carolina">North
Carolina</a></li>
        <li class="page_item page-item-1339"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/south-carolina/" title="South Carolina">South
Carolina</a></li>
        <li class="page_item page-item-303"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/tennessee/" title="Tennessee">Tennessee</a></li>
        <li class="page_item page-item-406"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southeast/virginia/" title="Virginia">Virginia</a></li>
    </ul>
</li>

    <li class="page_item page-item-316"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/" title="Middle West">Middle West</a>
    <ul class='children'>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/illinois/" title="Illinois">Illinois</a></li>
        <li class="page_item page-item-495"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/indiana/" title="Indiana">Indiana</a></li>
        <li class="page_item page-item-2464"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/iowa/" title="Iowa">Iowa</a></li>
        <li class="page_item page-item-489"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/kansas/" title="Kansas">Kansas</a></li>
        <li class="page_item page-item-399"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/michigan/" title="Michigan">Michigan</a></li>
        <li class="page_item page-item-394"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/minnesota/" title="Minnesota">Minnesota</a></li>
        <li class="page_item page-item-457"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/missouri/" title="Missouri">Missouri</a></li>
        <li class="page_item page-item-2528"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/nebraska/" title="Nebraska">Nebraska</a></li>
        <li class="page_item page-item-527"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-

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dining/dining/middle-west/north-dakota/" title="North Dakota">North
Dakota</a></li>
    <li class="page_item page-item-464"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/ohio/" title="Ohio">Ohio</a></li>
    <li class="page_item page-item-521"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/south-dakota/" title="South Dakota">South
Dakota</a></li>
    <li class="page_item page-item-332"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/middle-west/wisconsin/" title="Wisconsin">Wisconsin</a></li>
    </ul>
</li>
    <li class="page_item page-item-342"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southwest/" title="Southwest">Southwest</a>
    <ul class='children'>
        <li class="page_item page-item-554"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southwest/arizona/" title="Arizona">Arizona</a></li>
        <li class="page_item page-item-411"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southwest/new-mexico/" title="New Mexico">New Mexico</a></li>
        <li class="page_item page-item-2434"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southwest/oklahoma/" title="Oklahoma">Oklahoma</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/southwest/texas/" title="Texas">Texas</a></li>
    </ul>
</li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/" title="Western Region">Western Region</a>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/california/"
title="California">California</a></li>
        <li class="page_item page-item-263"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/colorado/" title="Colorado">Colorado</a></li>
        <li class="page_item page-item-435"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/hawaii/" title="Hawaii">Hawaii</a></li>
        <li class="page_item page-item-417"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/montana/" title="Montana">Montana</a></li>
        <li class="page_item page-item-2761"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/nevada/" title="Nevada">Nevada</a></li>
        <li class="page_item page-item-269"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/oregon/" title="Oregon">Oregon</a></li>
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        <li class="page_item page-item-564"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/utah/" title="Utah">Utah</a></li>
        <li class="page_item page-item-249"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/western-region/washington/"
title="Washington">Washington</a></li>
    </ul>
</li>

    <li class="page_item page-item-633"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/" title="Canada">Canada</a>
    <ul class='children'>
        <li class="page_item page-item-2887"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/alberta/" title="Alberta">Alberta</a></li>
        <li class="page_item page-item-639"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/british-columbia/" title="British Columbia">British
Columbia</a></li>
        <li class="page_item page-item-3530"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/new-brunswick/" title="New Brunswick">New
Brunswick</a></li>
        <li class="page_item page-item-2883"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/nova-scotia/" title="Nova Scotia">Nova Scotia</a></li>
        <li class="page_item page-item-650"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/ontario/" title="Ontario">Ontario</a></li>
        <li class="page_item page-item-635"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/quebec/" title="Quebec">Quebec</a></li>
        <li class="page_item page-item-2413"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-
dining/dining/canada/saskatchewan/"
title="Saskatchewan">Saskatchewan</a></li>
    </ul>
</li>
</ul>
</li>

<li class="page_item page-item-217"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/" title="Farmers Markets">Farmers Markets</a>
<ul class='children'>
    <li class="page_item page-item-3088"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/" title="Northeast">Northeast</a>
    <ul class='children'>
        <li class="page_item page-item-3384"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/connecticut/" title="Connecticut">Connecticut</a></li>
        <li class="page_item page-item-3522"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/delaware/" title="Delaware">Delaware</a></li>
    </ul>
    </li>
    </ul>
</li>

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<li class="page_item page-item-3461"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/maine/" title="Maine">Maine</a></li>
<li class="page_item page-item-3560"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/maryland/" title="Maryland">Maryland</a></li>
<li class="page_item page-item-3156"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/new-hampshire/" title="New Hampshire">New
Hampshire</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/new-jersey/" title="New Jersey">New Jersey</a></li>
<li class="page_item page-item-3074"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/new-york/" title="New York">New York</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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<li class="page_item page-item-3451"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/rhode-island/" title="Rhode Island">Rhode Island</a></li>
<li class="page_item page-item-3243"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/vermont/" title="Vermont">Vermont</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/washington-dc/" title="Washington, DC">Washington,
DC</a></li>
<li class="page_item page-item-3577"><a
href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/northeast/west-virginia/" title="West Virginia">West
Virginia</a></li>
</li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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markets-2/southeast/florida/" title="Florida">Florida</a></li>
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markets-2/southeast/georgia/" title="Georgia">Georgia</a></li>
<li class="page_item page-item-4583"><a
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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markets-2/southeast/north-carolina/" title="North Carolina">North
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markets-2/southeast/south-carolina/" title="South Carolina">South
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/southeast/tennessee/" title="Tennessee">Tennessee</a></li>
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markets-2/southeast/virginia/" title="Virginia">Virginia</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
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markets-2/midwest/michigan/" title="Michigan">Michigan</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/midwest/minnesota/" title="Minnesota">Minnesota</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/farm-to-table-dining/farmers-
markets-2/midwest/missouri/" title="Missouri">Missouri</a></li>
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markets-2/western-region/idaho/" title="Idaho">Idaho</a></li>
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markets-2/canada/british-columbia/" title="British Columbia">British
Columbia</a></li>
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markets-2/canada/newfoundland-and-labrador/" title="Newfoundland and
Labrador">Newfoundland and Labrador</a></li>
        <li class="page_item page-item-3822"><a
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markets-2/canada/nova-scotia/" title="Nova Scotia">Nova Scotia</a></li>
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markets-2/canada/prince-edward-island/" title="Prince Edward Island">Prince
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markets-2/canada/quebec/" title="Quebec">Quebec</a></li>
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markets-2/canada/saskatchewan-2/" title="Saskatchewan">Saskatchewan</a></li>
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Island</a></li>
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href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
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- [North Carolina](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southeast/north-carolina/ "North Carolina")
- [South Carolina](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southeast/south-carolina/ "South Carolina")
- [Tennessee](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southeast/tennessee/ "Tennessee")
- [Virginia](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southeast/virginia/ "Virginia")

- [Southwest](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southwest/ "Southwest")
 - [Arizona](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southwest/arizona/ "Arizona")
 - [New Mexico](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southwest/new-mexico/ "New Mexico")
 - [Oklahoma](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southwest/oklahoma/ "Oklahoma")
 - [Texas](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/southwest/texas/ "Texas")
- [Middle West](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/ "Middle West")
 - [Illinois](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/illinois/ "Illinois")
 - [Indiana](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/indiana/ "Indiana")
 - [Iowa](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/iowa/ "Iowa")
 - [Kansas](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/kansas/ "Kansas")
 - [Michigan](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/michigan/ "Michigan")
 - [Minnesota](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/minnesota/ "Minnesota")
 - [Missouri](http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-csa-farms/middle-west/missouri/ "Missouri")


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    <li class="page_item page-item-1832"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/california/" title="California">California</a></li>
    <li class="page_item page-item-1857"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/colorado/" title="Colorado">Colorado</a></li>
    <li class="page_item page-item-2697"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/hawaii/" title="Hawaii">Hawaii</a></li>
    <li class="page_item page-item-2628"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/idaho/" title="Idaho">Idaho</a></li>
    <li class="page_item page-item-2607"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/montana/" title="Montana">Montana</a></li>
    <li class="page_item page-item-2766"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/nevada/" title="Nevada">Nevada</a></li>
    <li class="page_item page-item-1988"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/oregon/" title="Oregon">Oregon</a></li>
    <li class="page_item page-item-2733"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/utah/" title="Utah">Utah</a></li>
    <li class="page_item page-item-1925"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/washington/" title="Washington">Washington</a></li>
    <li class="page_item page-item-2745"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/western-region/wyoming/" title="Wyoming">Wyoming</a></li>
</ul>

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</li>
<li class="page_item page-item-2785"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/" title="Canada">Canada</a>
<ul class='children'>
  <li class="page_item page-item-3016"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/alberta/" title="Alberta">Alberta</a></li>
  <li class="page_item page-item-2986"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/british-columbia/" title="British Columbia">British
Columbia</a></li>
  <li class="page_item page-item-3007"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/manitoba/" title="Manitoba">Manitoba</a></li>
  <li class="page_item page-item-2967"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/new-brunswick/" title="New Brunswick">New Brunswick</a></li>
  <li class="page_item page-item-2957"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/nova-scotia/" title="Nova Scotia">Nova Scotia</a></li>
  <li class="page_item page-item-2788"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/ontario/" title="Ontario">Ontario</a></li>
  <li class="page_item page-item-2928"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/quebec/" title="Quebec">Quebec</a></li>
  <li class="page_item page-item-3027"><a
href="http://knowwhereyourfoodcomesfrom.com/community-supported-agriculture-
csa-farms/canada/saskatchewan/" title="Saskatchewan">Saskatchewan</a></li>
</ul>
</li>
</ul>
</li>
<li class="page_item page-item-174"><a
href="http://knowwhereyourfoodcomesfrom.com/reviews/" title="Reviews"><span
class="l"></span><span class="r"></span><span class="t">Reviews</span></a>
<ul class='children'>
  <li class="page_item page-item-178"><a
href="http://knowwhereyourfoodcomesfrom.com/reviews/restaurant-reviews/"
title="Restaurant Reviews">Restaurant Reviews</a></li>
  <li class="page_item page-item-873"><a
href="http://knowwhereyourfoodcomesfrom.com/reviews/book-reviews/"
title="Book Reviews">Book Reviews</a></li>
  <li class="page_item page-item-2210"><a
href="http://knowwhereyourfoodcomesfrom.com/reviews/film-reviews/"
title="Film Reviews">Film Reviews</a></li>
  <li class="page_item page-item-2892"><a
href="http://knowwhereyourfoodcomesfrom.com/reviews/art-reviews/" title="Art
Reviews">Art Reviews</a></li>
</ul>
</li>
<li class="page_item page-item-2703"><a
href="http://knowwhereyourfoodcomesfrom.com/foodnews/" title="Food
News"><span class="l"></span><span class="r"></span><span class="t">Food
News</span></a></li>

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<li class="page_item page-item-53"><a
href="http://knowwhereyourfoodcomesfrom.com/recipes/" title="Recipes"><span
class="1"></span><span class="r"></span><span
class="t">Recipes</span></a></li>
<li class="page_item page-item-1681"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/"
title="Gardening"><span class="1"></span></span><span class="r"></span><span
class="t">Gardening</span></a>
<ul class='children'>
  <li class="page_item page-item-1684"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/community-gardens/"
title="Community Gardens">Community Gardens</a></li>
  <li class="page_item page-item-1691"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/home-food-
preservation/" title="Home Food Preservation">Home Food Preservation</a></li>
  <li class="page_item page-item-1696"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/container-gardening/"
title="Container Gardening">Container Gardening</a></li>
  <li class="page_item page-item-1815"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/gardening-tips/"
title="Gardening Tips">Gardening Tips</a>
  <ul class='children'>
    <li class="page_item page-item-1818"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/gardening-tips/garlic/"
title="Garlic">Garlic</a></li>
  </ul>
</li>
  <li class="page_item page-item-3144"><a
href="http://knowwhereyourfoodcomesfrom.com/gardening/edible-garden-design-
installation/" title="Edible Garden Design/Install">Edible Garden
Design/Install</a></li>
</ul>
</li>
<li class="page_item page-item-36"><a
href="http://knowwhereyourfoodcomesfrom.com/contact-us/"
title="Contact"><span class="1"></span><span class="r"></span><span
class="t">Contact</span></a></li>
</ul>
</div>
<div class="art-contentLayout">
<div class="art-content">

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<div class="art-Post">
  <div class="art-Post-body">
<div class="art-Post-inner art-article">
<h1 class="art-PostHeader">
<a href="http://knowwhereyourfoodcomesfrom.com/" rel="bookmark"
title="Permanent Link to Mission">
Mission</a>
</h1>
<div class="art-PostContent">

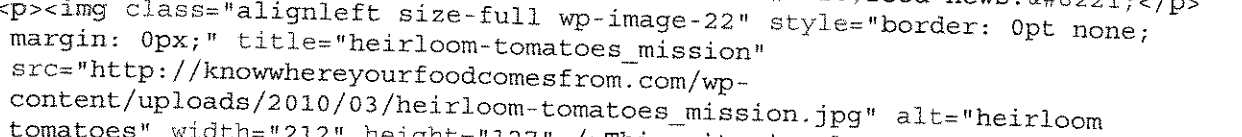
  <p>In the words of

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the Kentucky farmer and writer, Wendell Berry, "Every time you make a decision about food, you are farming by proxy," "The Art of the Commonplace", edited by Norman Wirzba (Berkeley, CA, Counterpoint, 2003). This website, knowwhereyourfoodcomesfrom.com is for people who, in Berry's words, have not given proxies to the corporations to produce and provide all of their food.

Knowwhereyourfoodcomesfrom.com will promote local agriculture by encouraging consumers to eat locally grown foods, which are produced in a sustainable and healthy way, or organically grown, so as to preserve and support small farm economies and to ensure a healthy environment for future generations. Although the total quantity of calories produced on farms in North America has increased greatly in this era of industrial agriculture, such increase is rooted in unsustainable growing practices reliant upon heavy use of chemical pesticides, herbicides and fungicides, fossil fuels, and soil and tillage practices that result in considerable soil erosion. When certain foods cannot be grown locally, this site will promote tropical foods that are grown in a sustainable way that cares for people, land, and water; and are fair-traded.

Knowwhereyourfoodcomesfrom.com will provide directories of (1) farmers; markets, (2) local farm to table restaurants, (3) CSA (community supported agriculture) farms, (4) local providers of cheese, honey, pasture grazed meat, eggs and similar foods that can be produced by small farm economies, (5) food coops which promote and sell local foods, and (6) providers of fair-traded tropical foods. This site also will have areas for (1) recipes using fresh, unprocessed foods, readily available from local agricultural sources, (2) gardening tips, (3) the review of books and literature, films, educational programs and seminars, which promote local, sustainable, organic agriculture, (4) articles on local growers and providers of food and related subjects, and (5) current food news.

This site is also for people who have become aware of the dismal fact that nearly all animals eaten by Americans come from factory farms and who share the realization, so clearly articulated by Jonathan Safran Foer, in his powerful and personal story on becoming an engaged vegetarian, "Eating Animals" (New York, Little Brown and Co., 2009), that the industrial agricultural model is not sustainable for three main reasons: (1) antibiotic overuse in raising 450 billion land animals each year, (2) the sewerage produced by farmed animals in the United States which is 30 times as much waste as the human population- roughly 87,000 pounds of shit per second, and (3) the profoundly cruel systems, which produce meat as a product. Industrial agriculture has externalized the costs for environmental degradation, human disease and animal suffering, which will haunt American generations to come, unless we begin to know where our food comes from and farm by proxy in a way that supports farming that cares for people, animals, land and water. We encourage visitors to send us your recommendations of farmers; markets, community supported agriculture (CSA) farms, and farm-to-table restaurants by visiting the [contact us](http://www.knowwhereyourfoodcomesfrom.com/?page_id=36) page.


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<div class="cleared"></div>

</div>

    <div class="cleared"></div>
</div>

<!-- You can start editing here. -->

    <!-- If comments are closed. -->

</div>
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    <div class="art-Block-cc"></div>
    <div class="art-Block-body">
<div class="art-BlockHeader">
    <div class="art-header-tag-icon">
        <div class="t">Search</div>
    </div>
</div><div class="art-BlockContent">
    <div class="art-BlockContent-body">
<form method="get" name="searchform"
    action="http://knowwhereyourfoodcomesfrom.com/">
<div><input type="text" value="" name="s" style="width: 95%;" />
    <span class="art-button-wrapper">
        <span class="l"> </span>
        <span class="r"> </span>
        <input class="art-button" type="submit" name="search" value="Search"
    />
    </span>
</div>
</form>

    <div class="cleared"></div>
</div>
</div>

    <div class="cleared"></div>
</div>
</div><div id="archives-2" class="widget widget_archive"><div class="art-
Block">
    <div class="art-Block-cc"></div>
    <div class="art-Block-body">
<div class="art-BlockHeader">
    <div class="art-header-tag-icon">
        <div class="t">News, Reviews & Recipes</div>
    </div>
</div><div class="art-BlockContent">
    <div class="art-BlockContent-body">

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        <ul>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/06/'
title='June 2011'>June 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/05/' title='May
2011'>May 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/04/' title='April
2011'>April 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/03/' title='March
2011'>March 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/02/' title='February
2011'>February 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2011/01/' title='January
2011'>January 2011</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/12/' title='December
2010'>December 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/11/' title='November
2010'>November 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/10/' title='October
2010'>October 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/09/' title='September
2010'>September 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/08/' title='August
2010'>August 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/07/' title='July
2010'>July 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/06/' title='June
2010'>June 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/05/' title='May
2010'>May 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/04/' title='April
2010'>April 2010</a></li>
            <li><a href='http://knowwhereyourfoodcomesfrom.com/2010/03/' title='March
2010'>March 2010</a></li>
        </ul>

        <div class="cleared"></div>
    </div>
</div>

    <div class="cleared"></div>
</div>
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class="art-Block">
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    <div class="art-Block-body">
<div class="art-BlockContent">
    <div class="art-BlockContent-body">
<a class="widget_sp_image-image-link" href="http://www.farmland.org/"
target="_blank"></a>
        <div class="cleared"></div>
    </div>
</div>
</div>

    <div class="cleared"></div>

```



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        </div>
</div>
</div><div id="archives-3" class="widget widget_archive"><div class="art-Block">
    <div class="art-Block-cc"></div>
    <div class="art-Block-body">
<div class="art-BlockHeader">
    <div class="art-header-tag-icon">
        <div class="t">Archives</div>
    </div>
</div><div class="art-BlockContent">
    <div class="art-BlockContent-body">
        <select name="archive-dropdown"
onchange='document.location.href=this.options[this.selectedIndex].value;'>
<option value="">Select Month</option>
        <option
value='http://knowwhereyourfoodcomesfrom.com/2011/06/'> June 2011 </option>
<option value='http://knowwhereyourfoodcomesfrom.com/2011/05/'> May 2011
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2011/04/'> April 2011
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2011/03/'> March 2011
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2011/02/'> February 2011
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2011/01/'> January 2011
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/12/'> December 2010
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/11/'> November 2010
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/10/'> October 2010
</option>
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2010 </option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/08/'> August 2010
</option>
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</option>
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</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/05/'> May 2010
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/04/'> April 2010
</option>
<option value='http://knowwhereyourfoodcomesfrom.com/2010/03/'> March 2010
</option>
</select>

        <div class="cleared"></div>
    </div>
</div>

    <div class="cleared"></div>
</div>
</div></div>
</div>

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<div class="cleared"></div>

<div class="art-Footer">
  <div class="art-Footer-inner">
    <div class="art-Footer-text">
      <p>
Copyright © 2011 knowwhereyourfoodcomesfrom.com All Rights Reserved.
      </p>
    </div>
  </div>
  <div class="art-Footer-background">
  </div>
</div>

    <div class="cleared"></div>
  </div>
</div>
<div class="cleared"></div>

</div>

<!-- 16 queries. 0.325 seconds. -->
<div></div>
</body>
</html>
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